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ABSTRACT

Since its beginnings in 1974 as an outgrowth of the BBC Adult Literacy project, NETWORK SCOTLAND LTD (formerly the Scottish Telephone Referral Service) has grown to play a key role in the provision of broadcast support and educational information services in the United Kingdom. The referral service was originally established to provide a mechanism for matching tutors with adult learners with difficulties in reading and writing. In the beginning of the 1980s, the service was called upon to promote a number of BBC London-based self-help and adult education programs. The service expansion was, however, still hampered by financial problems. In 1984 the referral service was transformed into NETWORK SCOTLAND LTD, a collaborative venture between such sponsors as BBC Scotland, the Manpower Services Commission, the Scottish Council for Educational Technology, the Scottish Health Education Group, and the Scottish Community Education Council. The network has since serviced broadcast programs and series dealing with such topics as adult literacy, computation skills, writing, quitting smoking, the problems of dropouts, safety, death education, foreign culture, career planning, gardening, prisons, and cancer prevention. (Appendixes include lists of broadcast programs and series serviced between 1975 and 1984, the committee and board membership, and information on finance and staffing.) (MN)

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NETWORK

A history of the Scottish Telephone Referral Service

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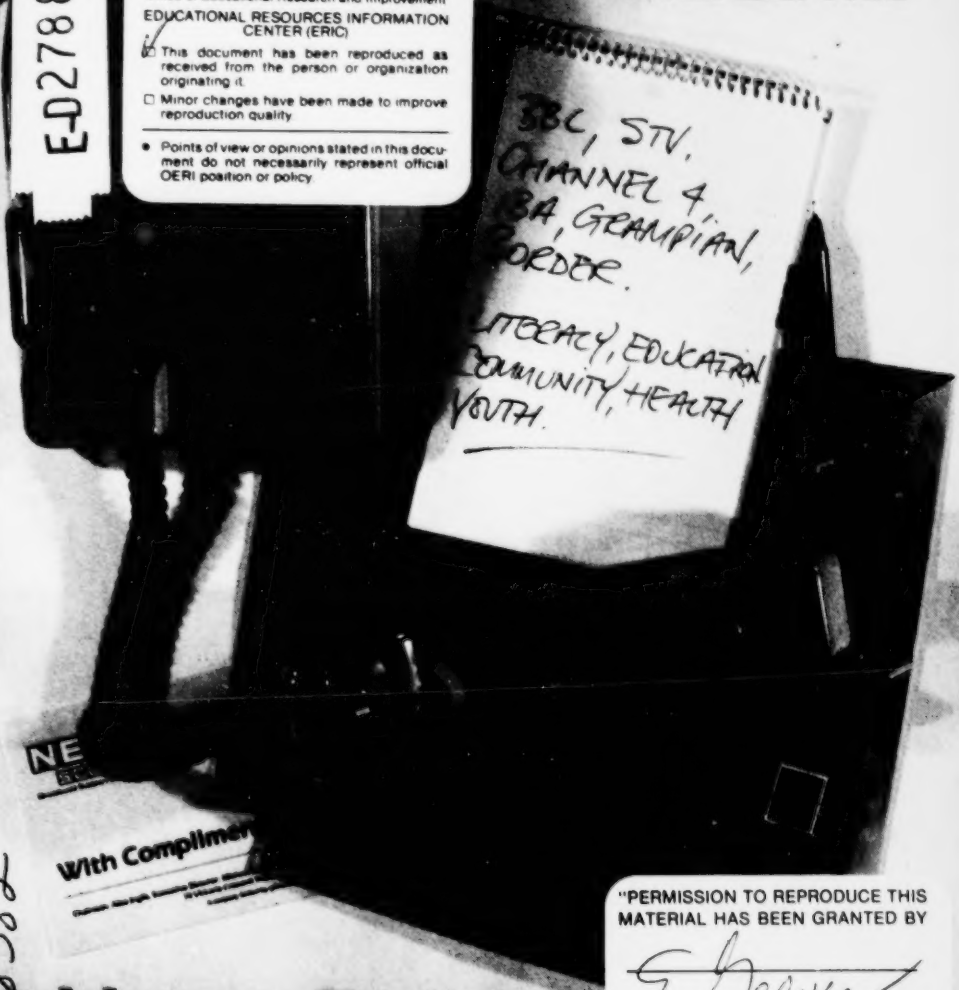

With Compliments

Vernon Smith

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INTRODUCTION

News of significant developments in Scotland sometimes passes almost unnoticed in a wider British context. The important contribution of NETWORK to the promotion of broadcast-linked support services, adult education, open learning and community information deserves to be more widely known.

NETWORK describes the origins of the Scottish Telephone Referral Service in the BBC Adult Literacy project of the mid-1970s, and traces the evolution of a Scottish agency concerned with broadcasting, education and information services, up to the launching of NETWORK SCOTLAND LTD as an independent company in 1984. The purpose of the account is threefold:

- to publicise an important and little known initiative in Scotland, with which the Scottish Institute of Adult Education has been proud to be associated;
- to pay tribute to the work of Kathleen Grieve, NETWORK Organiser;
- to highlight the extent of co-operative effort, based on common interest, which has made possible the successful development of such a service.

The account is written from the point of view of one of the main participants, and the perspective, in consequence, is that of someone who had overall responsibility for the administration of NETWORK in the transitional period between 1978 and 1983.

Two sources of information and assistance have been of prime importance in compiling this history:

Archive material supplied by NETWORK SCOTLAND LTD, by the Scottish Adult Basic Education Unit and by the Scottish Institute of Adult Education.

Personal comments and reminiscences provided by a number of those closely associated with the developments described – particularly Anne Docherty, Kathleen Grieve, Ethel Gray, Michael Russell, John Taylor and Graham Wilson.

I am grateful to these and to others for their co-operation.

My particular thanks also go to Elisabeth Gerver, Director of the Scottish Institute of Adult Education, for her patient assistance in helping me to convert a very ragged first draft into a manuscript suitable for publication – and to those responsible for the various processes of word-processing and revision.

Vernon Smith

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Chapter One
The Story in Brief

The story told in these pages is one of optimism and expansion – an exceptional story in these hard times for education in Britain. For the history of NETWORK between 1975 and 1984 coincides with a period of increasingly stringent reductions in planned public expenditure on adult education. In the age of leisure, unemployment and early retirement the declared aim of government has become that, with few exceptions, those who want it must pay for it themselves. Compared with ten years ago, subsidy for non-vocational adult education has been reduced to a fraction of its former level. With substantially higher fees, with Valued Added Tax levied in many cases where the element of subsidy has been totally withdrawn, and with numbers enrolled in local authority classes in Scotland virtually halved, to many the outlook must seem gloomy indeed.

However, backed by funding channelled in new directions or by other new arrangements introduced by central government, the past decade has also seen significant innovation and expansion in three areas of adult education: in broadcasting, in "open learning" and in adult literacy and basic education.

NETWORK SCOTLAND LTD (formerly the Scottish Telephone Referral Service) has been one of the organisations in Scotland most closely associated with the inter-relationships among these three areas of activity.

The story starts with the public launching of the BBC Adult Literacy project in 1974/75 and the decision to establish in Belfast, Cardiff, Glasgow and London telephone referral services to act as clearinghouses for both students requesting help and would-be tutors offering their services. Beginning precariously – in an abandoned janitor's flat in Glasgow, with only enough money in the bank for six months – over the intervening years the Adult Literacy Scottish Telephone Referral Service, transformed and expanded, has grown to play a key role in the provision of broadcast support and educational information services in the United Kingdom.

When it appeared on the nation's television screens in October 1975, the adult literacy series "ON THE MOVE" marked the culmination of three years of intensive planning. The discussions and preparations within the BBC, the successful pressure-group tactics adopted by organisations seeking to bring illiteracy to political and public attention, and the timely response from Government in setting up an Adult Literacy Resource Agency with £1 million carved from budgets normally earmarked for well-educated candidates entering higher education, have all been well-documented elsewhere (see especially B.A.S., 1977; ALRA, 1976; Hargreaves 1977).

In Scotland, adult literacy activities introduced a totally new dimension into the provision of most education authorities. The Alexander Report (S.E.D., 1975), noting the relatively well educated participants attending many conventional evening classes, had exhorted educational providers to give immediate priority to those sections of the community most educationally and socially disadvantaged. However, many of those responsible for the organisation of local class programmes had little experience of publicity and recruitment techniques likely to reach out to this new public. And in 1975, deprived of resources by the new restrictions imposed on public expenditure, and confused by the regional reorganisation of education

and other local authority services in Scotland, any initiative aimed at developing new styles of basic education provision seemed likely to be fraught with difficulty.

In these circumstances broadcasting – and television in particular – was the ideal medium to publicise an educational need and to provide initial encouragement and help for both tutors and students. A telephone referral service, with numbers displayed in each of the four national regions, could then provide a mechanism whereby the effectiveness of broadcasting could be harnessed with new approaches in learner-centred education, to provide direct and personalised assistance for men and women with difficulties in reading and writing. Thus the Scottish Telephone Referral Service was established as the Scottish arm of a London-based operation. Attached to the Scottish Institute of Adult Education as a matter of administrative convenience, it was to work in close contact with the new adult literacy organisers gradually being appointed in the various parts of Scotland.

By popular acclaim "On the Move", the BBC 1 Television series spearheading the Corporation's three-year adult literacy project, was impressively successful. It achieved a peak viewing slot, attracted large audiences, motivated tens of thousands of citizens to seek or offer tutorial help, and made a signficant contribution to multi-media education. Although it was not the first project to make use of telephone referral and other support services, the success of the BBC in linking with other public and voluntary agencies in the community, and in providing a brokerage service for viewers/listeners, stimulated considerable interest. Both within educational broadcasting and in the wider community, the promotion of back-up activities and follow-up information linked to radio and television programmes seemed an idea worthy of wider exploitation. Between 1975 and 1978 the Scottish Telephone Referral Service provided support for eleven radio and television series (including repeats) dealing with aspects of adult literacy and basic education, and by the end of the decade significant developments in support arrangements for Independent Broadcasting were also under discussion.

The philosophy of the Telephone Referral Service was a simple one. No genuine request for help should ever be turned down. If the good name of the broadcasting agency concerned and the Telephone Referral Service itself were to be protected, and if people taking the trouble to telephone were to be given a fair deal, it was important to put enquirers into direct and prompt contact with the relevant organisations which could assist them. The service provided was as personal, sympathetic and efficient as was possible for an intermediary agency to achieve. Not surprisingly, therefore, its wider potential did not no unnoticed.

In 1979, when submitting its final report to the Secretary of State for Scotland, the Scottish Adult Literacy Agency (SCALA) included in its list of major recommendations a specific reference to the importance of providing public support for the Telephone Referral Service.

> The Scottish Telephone Referral Service has played a crucial role in the recruitment of both tutors and students in adult literacy. *It is recommended that* the Service be maintained and developed by national funding in order to ensure that it continues to play a key role in the wider area of basic education and to make a contribution to a national network of information and advice services concerned with providing open access to education for adults. (S.E.D., 1980)

Now that it had succeeded in establishing its value and credibility in relation to the

various initial BBC Adult Literacy series – and the associated "filler" advertising films screened by ITV – several important things about the future potential of the Scottish Telephone Referral Service were recognised:

- the Telephone Service should have a long-term rather than a short temporary life;
- it should deal with 'the wider area of basic education' and not just with adult literacy;
- it should be a Scottish service supported by national funding in Scotland;
- it should be involved in the wider provision of educational information and advisory services for adults.

If a way could be found to establish the Telephone Referral Service as a self-financing agency within Scotland, the next stage promised to be one involving considerable diversification. But where was money to be found? Following the change of Government in 1979 the Scottish Education Department (SED), however well-disposed, was in no position to find substantial new funds for a venture like the Scottish Telephone Referral Service. Nevertheless, informal indications were favourable to development along the lines recommended by SCALA, and from 1980 onwards a special contribution towards the costs of the Service was earmarked by the SED within the annual grant to the Scottish Adult Basic Education Unit.

Having moved to new premises early in 1979 and now being encouraged to plan for a longer-term future independently of its former parent body in London (ALSSF – the Adult Literacy Support Services Fund), the Scottish Telephone Referral Service could more confidently enter into discussions with the various broadcasting agencies and with potential sponsors of referral and follow-up services. A major series for the young unemployed, initiated by Scottish Television Ltd. (STV) in 1980 and involving support from the Manpower Services Commission (MSC), was followed by the launching of a new afternoon television series on the part of BBC Scotland in January 1981, with back-up sponsored by the Scottish Health Education Group (SHEG). Thus were introduced the two main new sponsors of the Telephone Referral Service for the early 1980s – and several of the prominent themes: unemployment, problems of school leavers, consumer information, personal and community health issues. With powerful pressure and support from the Scottish Adult Basic Education Unit, and with its other main patrons expressing a concern to promote basic information and education among sections of the population suffering social and economic disadvantage, the Adult Literacy Telephone Referral Service could capitalise on its early strengths and at the same time expand into diversified areas of work.

The greatest frustrations were experienced in seeking to develop the systematic kind of adult education information and advice service referred to in the SCALA report recommendation. From very early days the Telephone Referral Service had attracted a number of enquiries about education and training opportunities for adults – both from adult literacy students wishing to move on to higher things and from general members of the public who had seen the telephone number displayed on television screens in association with educational programmes of one sort or another. However, there was a limit to what it was feasible for the Telephone Referral Referral Service to tackle whilst it remained limited to a single organiser, a part-time assistant and a small team of volunteers.

The way forward seemed to open up in 1980 when it became possible to appoint a specialist Information Officer. But the resignation of the Officer a year later, to start a family, found the Service with insufficient funds to appoint a replacement, reducing activity to a lower level than might otherwise have been the case. Even so, developments on several fronts were still possible as a result of collaboration with other agencies. Via the SED-funded Scottish Community Education Microelectronics Project (SCEMP) a computer was installed to facilitate the compilation and accessing of appropriate database information. An information service on higher education was offered in conjunction with the Glasgow office of the Open University in Scotland. A guide to open learning opportunities in Scotland was prepared for the Scottish Council for Educational Technology (SCET), and a number of other ventures concerned with broadcasting and Open Learning were entered into, following the move to new offices at the SCET premises in Dowanhill. In these new premises educational information services could be provided in close co-operation with the Scottish Adult Basic Education Unit, whose staff shared adjoining offices.

Meanwhile, on the broadcasting front the new NETWORK organisation, as the Scottish Telephone Referral Service now became known, found itself entering a period of sustained expansion. The first few years of the 1980s saw a number of major new projects promoted by the BBC London-based Education Departments, including safety in the home, giving up smoking, and opportunities for school leavers, with NETWORK being asked to provide Scottish back-up and referral services. Similar services were also more frequently being called for to support adult education programmes originating from ITV companies – STV and Grampian Television being the major producers of such programmes in Scotland) – and to provide back-up for new initiatives from BBC Scotland Television and Radio Scotland.

For NETWORK the main problem about expansion of this sort was financial. Although third party sponsors like the MSC and SHEG paid hard cash for telephone referral, mailing and other services commissioned by them, the broadcasting agencies themselves rarely had appropriate budgets to pay for back-up services direct. In these circumstances the only way for NETWORK to bridge the gap during these early years of expansion was to resort to short-term project funding. Here the MSC was particularly helpful, part funding, together with the SED through its Scottish Council for Community Education, a three-year project concerned with the development of local referral points and also providing money for additional staff under the Community Enterprise Programme to undertake specific new development tasks.

Then in November, 1982 Channel 4 finally arrived on the air – and with it both a massive extension of adult education television broadcasting and a systematic commitment to programme follow-up. During this same period new IBA arrangements for adult education broadcasting on ITV also finally reached the stage of implementation, and these too included the active promotion of programme support activities following the earlier appointment of liaison officers for community and continuing education. Most important, however, was the fact that Channel 4 budgeting included arrangements to cover the basic costs of back-up services and the production and distribution of print materials. In the earlier part of 1982, therefore, NETWORK had begun negotiations for a contract with the new Channel to provide referral and other support services in Scotland for a wide range of

programmes. Committed to avoiding a centralised metropolitan image, Channel 4 readily agreed to special arrangements for Scotland. The list given in Appendix I gives some idea of the extensive range of programmes supported during 1983.

For NETWORK this marked the beginning of an important new phase. A substantial proportion of activities handled was now covered by direct funding. Mailing – sometimes on a large scale – had come to rival telephone referral as a main activity. It had also become clear that the *origination* of supporting print material was likely to figure more prominently in the future. However, whilst the pattern of a vigorous, independent and expansionist organisation had begun to emerge, old patterns of relationship and of staffing were being stretched to breaking point. Staff were being borrowed – or poached – from the closely associated Scottish Adult Basic Education Unit. NETWORK had become larger than its administrative parent body, the Scottish Institute of Adult Education, and the Director of the latter was finding the part-time direction of this theoretically subordinate agency almost another full-time job in addition to his main one.

Fortunately a decision in principle had already been taken to seek some kind of independent company or trust status for NETWORK, probably on a consortium basis. But the test would be to see whether the main educational, broadcasting and public service bodies concerned would be willing to invest in this rather special Scottish enterprise. That they agreed to take it on was a tribute both to the vision and persistent endeavours of those responsible for developing the Telephone Referral Service in its early years, and also to the commitment of these major public bodies to the serious promotion of socially-purposeful broadcasting in Scotland.

In August 1983 a new Director was appointed to mastermind the new arrangements, and by April 1984 a new Company had taken shape. Launched by an impressive group of joint sponsors – the IBA, BBC Scotland, the Manpower Services Commission, the Scottish Council for Educational Technology, the Scottish Health Education Group and the Scottish Community Education Council – NETWORK SCOTLAND LTD promises to be a unique collaborative venture.

Chapter Two
The Characters

The previous chapter tells what happened to the Scottish Telephone Referral Service between 1975 and 1984, a not uninteresting story – for the experience of NETWORK has illustrated the scope for co-operation between agencies in broadcasting and in the public domain of a kind that is all too rare. Of equal interest to many will be *why* things happened, *how* money was found to back good ideas, *who* was responsible, *when* serious conflicts arose and *which* people and agencies were involved.

To address some of these questions it is necessary first of all to identify the main parties or interests involved in promoting activity linked to educational and socially-purposeful broadcasting. These include:

- the various broadcasting agencies and, within them, their different staffs concerned with production and with educational liaison;
- third party sponsoring and funding bodies, such as the MSC and SHEG;
- statutory and voluntary providers of public services, such as education authorities, health authorities, public libraries and citizens' advice bureaux;
- the Telephone Referral Service itself – and other intermediary agencies such as the London-based Broadcasting Support Services organisation;
- the administrative and funding agencies responsible for the Telephone Referral Service, the SIAE and SABEU;
- the government, in particular the Scottish Office and the Scottish Education Department;

and, *most importantly of all*

- the consumers – viewers, listeners and enquirers – whose needs for information and assistance the Referral Service was established to satisfy.

Associated with many of these organisations mentioned were key people – and the story of NETWORK is very much tied up with the stories of a number of individuals – each with their own vision of what the Referral Service in Scotland might achieve, and determined that it should be successful. For a long while the story of the Scottish Telephone Referral Service was very much the story of one woman, Kathleen Grieve, whose unique contribution as Organiser is described in the next chapter. Over the years, however, the list of major actors is a long one.

In the very earliest days David Hargreaves, Jenny Stevens and Olive Mann at the BBC in London were the prime movers of the latter's UK adult literacy project and associated arrangements for a referral service. In Scotland John Taylor of the SIAE, James Boyle and Sinclair Aitken of the BBC and Ethel Gray (nee Rennie), Director of the Scottish Adult Literacy Agency, laid the foundations of the Glasgow-based Telephone Referral Service. Graham Wilson HMI, Vernon Smith (who succeeded John Taylor at the SIAE), Pablo Foster of the Scottish Adult Basic Education Unit and Elliot Hill of Strathclyde Region, built on these foundations with the encouragement and assistance of others more directly involved in broadcasting activities. At Broadcasting Support Services (formerly ALSSF) Leslie Morphy offered friendly co-operation to the fledgling Scottish Service setting itself up as a potential competitor. Robert McPherson at STV, Sheena Young at Grampian Television, Jean Sargeant at the IBA, John McCormick at BBC Scotland and Neil Barnes at the BBC Education Department in London, all helped either by putting business in the direction of NETWORK or by providing helpful advice and assistance. At Channel 4

Naomi McIntosh (now Naomi Sargent) and Derek Jones negotiated important contract arrangements with NETWORK which gave a substantial boost to business generally and to income in particular.

Other sources of finance included the Scottish International Education Trust, the Scottish Education Department (via SABEU), the MSC office for Scotland, and the Scottish Health Education Group. Without these additional sources of finance NETWORK SCOTLAND LTD might never even have become a gleam in the eye of its later promoters.

The truth is, though, that however many people and agencies may have helped to promote this excellent cause, there would have been no Telephone Referral Service and there would be no continuing stream of media-linked projects without the initiative of the broadcasters. The adult literacy campaign of the 1970s, which gave birth to the student referral services in Belfast, Caerphilly, Glasgow and London, was essentially a media-led initiative. The Scottish Telephone Referral Service was sired by the British Broadcasting Corporation out of the Scottish Institute of Adult Education. As it turned out, both parents were ambitious for their new progeny.

During the crucial transition years between 1979 and 1982, following the end of the main BBC adult literacy project, four main influences combined to ensure that the Scottish Telephone Referral Service would have a continuing future. Firstly, the Scottish Adult Literacy Agency included in its final report to the Secretary of State for Scotland an important recommendation in support of the future development of the Telephone Referral Service. Secondly, the Scottish Institute of Adult Education, persuaded by its President, Tom Landsborough, and by James Boyle of the BBC, adopted the promotion of adult education broadcasting as the theme for its 1980 Annual Conference and as a major priority during the following years.

Thirdly, the world of adult education broadcasting in general and independent broadcasting agencies in particular began to highlight the potential importance of follow-up activity linked to broadcast programmes – and were encouraged by the prospect of possible funding for such activities via the Manpower Services Commission. Fourthly, the BBC Continuing Education Officer for Scotland and Northern Ireland, James Boyle, embarked on a vigorous campaign to promote co-operation amongst such bodies as the Scottish Institute of Adult Education, the Scottish Adult Basic Education Unit, the Scottish Community Education Centre, the Scottish Health Education Group and the Scottish Library Association – and all of these with the Scottish Telephone Referral Service – with the aim of encouraging participation in specific broadcast-led projects aimed at socially disadvantaged groups in Scotland.

These were *Scottish* initiatives, and for a referral service originally established as the northern outpost of a London-based parent body there were inevitable conflicts to resolve. In relation to some UK-wide projects, the need for broadcasting a Scottish telephone number or address had to be argued. More seriously, where the structure of organisations and services was different, or where the *needs* of Scotland appeared to differ from those in England, or where particular opportunities for follow-up offered themselves in Scotland, NETWORK had sometimes to stake a claim for special Scottish arrangements. Here the support of the SIAE Director – in touch with members of BBC and IBA staff as a member of their respective Continuing and Adult Education Advisory Councils – could be helpful. But more

important, at least as far as BBC programmes were concerned, was the commitment of James Boyle to securing a better deal for Scotland wherever this was possible.

In the federal ITV system, though the same problems might occasionally arise in connection with programmes originating from the "big five" English Companies, Continuing and Community Education officers (CCEOs) appointed to the staffs of the various individual Companies in the early 1980s were recognised as having a legitimate right to give priority to their own areas. In Scotland the situation was particularly favourable because the Chairman of the Independent Television Companies' Network Education Sub-Committee, Robert McPherson, was the head of education at Scottish Television. At Channel 4 – on the air from November 1982, as a UK network service with no provision for regional opt-out – a prior awareness of the claims of the national regions already existed. Jeremy Isaacs, the Channel's Chief Executive, assured Scotland that it would receive favourable treatment. And both Naomi Sargant, Senior Commissioning Editor for Education, and Derek Jones, C4 Education Liaison Officer, had a genuine commitment to decentralised modes of operation.

However, even with the best will in the world, it was soon recognised that the only safeguard against the marginalisation of Scottish interests was to insist on systematic forward planning procedures, and to involve NETWORK in the early stages of discussion about follow-up options, alongside representatives of the London-based Broadcasting Support Services organisation. By 1982/83 the constant fear that NETWORK would be left out of things until all important decisions were taken had been laid to rest. Constant fear was replaced by constant vigilance!

Until the adoption of a formal Constitution for NETWORK in 1981, one of the organisation's greatest weaknesses – its lack of a formal framework – was also one of its greatest strengths. The original Adult Literacy Telephone Referral Service in Scotland had been set up by the Scottish Institute of Adult Education at the explicit request of the BBC. As time went by, however, it became part-funded by the Scottish Adult Literary Agency (and by the Scottish Adult Basic Education Unit, its successor), part-managed by the Adult Literacy Support Services Fund (established by the BBC as a Charity to finance and co-ordinate the four U.K. Referral Services), indirectly supported by the Scottish Education Department and the MSC, and identified as main referral agent for the Scottish Health Education Group and for Strathclyde Region. Anyone contacted by Kathleen Grieve as Organiser or Vernon Smith as Secretary/Director therefore had the impression that here was an organisation with powerful support. On the other hand, they might be approached by anyone of a number of other individuals acting independently in support of NETWORK – by Leslie Morphy, Chief Executive of ALSSF; by Pablo Foster, the Director of SABEU; by Graham Wilson HMI; by Yvonne Bostock of SHEG; by Elliot Hill of Strathclyde Region (NETWORK Chairman 1981-83); or by Dr Ethel Gray, CBE, one-time Principal of Craigie College, Director of SCALA, Chairman of the NETWORK SRSN Project Committee (see Chapter Five), member of the Scottish Community Education Council and of many other influential bodies.

Before 1983 no one was really sure who ran NETWORK. But for those who relied on the services offered by the organisation, all that concerned them in the last resort was whether or not NETWORK could deliver what they required. And beyond dispute the person who ensured that all parties were dealt with to their satisfaction was Kathleen Grieve.

Chapter Three

The Organiser and the Volunteers

For five of its first nine years of life the Scottish Telephone Referral Service had only one full-time member of staff, an Organiser. Kathleen Grieve began the Service; through its early precarious years she worked to ensure that it would survive; in later years her presence and her attitudes have ensured quality of service through every change of development.

The BBC and the Scottish Institute of Adult Education were extremely fortunate in securing the services of Kathleen Grieve as Organiser in September 1975. Although entering her first paid job for 30 years, she brought with her a wide range of experience. Secretary of the Kirk's "Committee of 40" at the time of her appointment, Kathleen was an experienced convener and a leading figure in Church of Scotland circles.

John Taylor, then Executive Officer of the SIAE and responsible for her appointment, recalls his satisfaction at having made such an apt choice:

> Nobody could have done a better job. She worked tirelessly with a quiet confident cheerfulness to create the Service from scratch. There was very little money to run the Service. The Church of Scotland did us a fine turn by providing rent free premises in Glasgow; but it was Kathleen who turned this derelict janitor's flat in the redundant and empty Trinity College into a well-organised and cosy information centre. Since we couldn't afford to employ anybody else, we had to rely heavily on unpaid voluntary helpers. It was Kathleen's great triumph that she never failed to have on hand a roster of eager helpers. Her own sensitive skills in handling enquiries and enquirers were quickly passed onto these volunteers.
>
> With such a splendid Organiser on the spot my own responsibilities for supervising the Service from my Edinburgh office quickly became very light indeed. Adult literacy work in particular and adult education in general have much to thank Kathleen Grieve for. My own real contribution was to interview and select her for the job. I really got it right that time.

Another colleague, who worked closely with Kathleen Grieve over several years and who developed an affectionate respect for someone equally competent, but quite unlike herself, was Ethel Gray – then Director of the Scottish Adult Literacy Agency:

> A genuinely modest woman – with no apparent ambitions for herself – but a determination to fight for the rights of her customers and for an essentially human approach to things, no matter what changes came along. Technology can come and go – but as far as Kathleen is concerned human beings remain the same.
>
> Over the telephone one is invariably answered by this friendly, optimistic voice – the voice of an apparently much younger woman. She seems to possess a natural cheerfulness, reinforced by Christian optimism. The impression is always that she is more interested in you than in her own ends. And this is entirely genuine.

Always the same manner, friendly – more than that – positively encouraging. An attitude of perpetual hospitality. She should really have run a very good pub!

And the food! Someone ought to say something about the food.... Of course she's a Minister's wife, and these things just seem to come naturally to her.

The ideal agony aunt of the switchboard – with an earthy sense of humour. There really is *nothing* she hasn't heard over that telephone! We both agreed that what we picked up whilst studying Chaucer in the old days was enormously helpful!

An extract from a contemporary press clipping faithfully conveys the atmosphere of the Referral Service office and of Kathleen at work in those early days:

Mrs Grieve, with a team of volunteer helpers, works in a modest little office in Woodside Terrace Lane, Glasgow, in premises belonging to the Church of Scotland. The whole set-up is simple, homely almost, with handwritten lists and notices on the walls, a couple of filing cabinets, a couple of tables, and a small kitchen next door, where the kettle is frequently on the boil, and Mrs Grieve and her helpers often have home-made soup and sandwiches for lunch....

'Many of those who phone have obviously had to pluck up their courage just to take this first step,' Mrs Grieve said. 'They are terribly ashamed and so it's essential that we establish a warm, reassuring and absolutely non-patronising relationship with callers at the outset.' Callers are asked to give a few straightforward facts – name, address and where and when it would be most convenient for them to have personal tutoring in reading and writing.

'Some don't want their families, or the people who work with them, to know about it, so they have to be tutored away from home or workplace. Others are quite willing to have a tutor come to their homes.' These facts are then forwarded from the referral office to the education authority in whichever of the 12 regions in Scotland the caller lives, and it then becomes an authority's responsibility to put the caller in touch with a tutor locally.

Some would argue, in education circles at least, that the highest honour is to be in receipt of commendation from Her Majesty's Inspectorate. This Kathleen Grieve has achieved – as the following testimony from Graham Wilson HMI bears witness:

It is impossible to give adequate value to Kathleen's contribution, as the success of the venture in the early days was almost entirely due to her dedication and hard work, when the Telephone Referral Service and Kathleen Grieve were virtually synonymous. Since then her strength of character has permeated the entire operation. There are three aspects of her contribution which I would highlight:

(1) Her ability to remain calm, unharassed and unshockable – she *is* a practical down-to-earth Minister's wife, but not the stuffy do-gooder that many might expect;

(2) Her considerable skill at recruiting and leading a team of volunteers, many of whom have remained loyal to NETWORK and to Kathleen throughout;

(3) Her concern with quality, her insistance at all times that the Service be "user-led" and that each enquirer must be fully satisfied.

From the very beginning the service offered by Kathleen Grieve was specifically and deliberately responsive to the users of the service. This was in tune with the philosophy promoted by the organisers of the BBC project, but in Kathleen's case was also a matter of straightforward practical courtesy. For her:

> The aim of the telephone service was to provide a personal and caring service which did not stop at simply taking a name and address.
>
> It was essential to establish a relationship with our callers at the outset to make it possible for them to overcome their fear of putting their problem into words, often for the very first time.
>
> Countless callers couldn't bring themselves to speak in spite of all our attempts to put them at their ease. Some of them later confided the number of times they had lifted the phone, dialled the number and then put the receiver down.
>
> Our clients come from every walk of life and frequently we have had to ask whether they were seeking or offering help – you can't tell from a voice whether someone is literate or not.
>
> The Organisers in the regions were asked to indicate how long it would take for contact to be made so we could tell our clients what to expect. Both students and tutors were encouraged to keep in touch and to call back if they did not receive locally the attention which they had been led to expect. Because ours was the only number they knew we became very involved with many of them in a quite personal way. They felt they knew us because we had taken time to talk to them and had bothered to say 'Call us again if you have any problems'.

"Us", of course, refers to the team of volunteers personally recruited by Kathleen in her capacity as Organiser – at this stage very much an organiser of volunteers:

> My volunteers were ordinary men and women – all churchgoers. With two exceptions they were recruited by intimation of my need in 12 churches on direct bus routes to Charing Cross in Glasgow's west end. I only knew two of them before appealing for help from the churches. Later, as my need for voluntary assistance diminished, some left to take up other voluntary work. When the pool became too small I recruited more volunteers through speaking at meetings of all kinds. The men were only able to give help on Saturdays and Sundays, and dropped out when the number of adult literacy enquiries diminished. Some of the women have remained with us right up to the present time though now working on a paid basis as casual staff.

This unworldly enterprise, supported by its worthy team of church attenders, no doubt brought a smile to the lips of a number of sceptical observers. In the minds of such, the homespun atmosphere characteristic of the Referral Service might have seemed unlikely to be conducive to the development of a business-like operation. Subsequent experience, however, has belied any such doubts. Working as leader of this group of dedicated volunteers, Kathleen Grieve succeeded in building up an effective organisation that not only provided a satisfactory service for its original sponsors in the BBC, but went far beyond this in the development of a variety of

collaborative activities concerned with finding answers to pressing educational and social needs.

The following list of office instructions "To ALL Volunteers" (circa 1978) illustrates the down-to-earth style of operation:

Answering enquiries

1. We no longer say 'This is the Reading and Writing Service, can I help you?' Just – 'Can I help you?'
2. We never tell anyone we can't help, we always try whatever the problem.
3. For people who want Numeracy help, could you please find out if this is very basic help or more in the nature of a Refresher Course or leading to an exam.
4. Please take all details from worried parents and from cases where dyslexia might be suspected; we follow through on all types of educational problem.

On leaving

1. Please make sure that the heater plug has been pulled out of the adapter but that the switch is on, otherwise you will cut the phones off!
2. Please switch the Ansafone on. Also press down green tabs on two phones.
3. Put snibs on all the office doors.
4. Use the mortice key on the desk to lock the outer door twice, then push key back well under door. Please remember to turn off heater.

Please enter travel costs on lists below this sheet. Could you please also indicate when you expect to be away during the summer so I don't bother you with requests for help unnecessarily.

THANK YOU FOR ALL YOUR HELP.

To provide a consumer-responsive service it was necessary for the Referral Service telephones to be attended not only during office hours five days a week, but frequently late at night and at weekends – to match the scheduling pattern of educational broadcasting. The assistance of volunteers was therefore crucial if coverage was to be provided over such extensive periods. Without such help a service of this sort would not have been physically possible. The Organiser could not have left the office, even for a moment – let alone to attend meetings elsewhere – and holidays would have been out of the question.

Speaking at meetings was, in fact, an important part of Kathleen Grieve's work, publicising the BBC project and the work of the Telephone Referral Service in Scotland, acting as ambassador-at-large for adult literacy, receiving small donations to further the work, promising to put would-be tutors in touch with their local literacy schemes.

> Without volunteers there would have been no Referral Service. Even I could not have kept all the phones going. In October 1975 the training of these volunteers had to be carried out in the one little room where the phones were being used by other volunteers. I only had two telephones on which to train them just in time for the first programme and was only able to train enough to cover the first two days before we were in the thick of it. And never once was I let down by a volunteer. I

always had adequate warning if a shift couldn't be filled and always had a pool of people I could call on at a moment's notice. No one *ever* failed to turn up.

Yet, vital as was their role in the early stages, the use of volunteers within the Telephone Referral Service was not a matter of philosophy or doctrinaire commitment. For the initial three years – coinciding with the main BBC adult literacy project – there was simply insufficient money to pay for anyone other than the Organiser. However, as has been the case with many other small organisations, when the nature of the work began to diversify and the financial situation improved, different staffing arrangements were adopted. From September 1978 a paid part-time assistant, Nora Beveridge, was employed to provide Kathleen Grieve with regular help, to take charge of the office on Kathleen's day off and to cover during holiday periods. The main team of volunteers was no longer needed.

The arrangements to thank them for their services over past years were typically generous, and convivial. Each volunteer received an invitation to a celebratory lunch and, unbeknown to them, each was to be the subject of a special presentation – though preparations for the latter had to be dealt with at rather short notice:

Mr Graham Binks
152 Tinshill Lane
Cookridge
Leeds

21st September, 1978

Dear Sir,
Would you please send me BY RETURN thirty Literacy symbol badges with white logo on red.
I have had a team of Volunteers working with me in the Scottish Referral Centre and as the situation is now changing I shall not be using them in quite the same way. I am very anxious to award each a small badge and they will be meeting here all together on the 28th September, so it is very important that I should receive the badges in time to make the presentations then. I realise I have cut things rather fine, but could not discover your address. Will you please treat this as a priority order. If the colours chosen are not immediately available I will willingly accept any colours you may have in stock in order to speed things up. I enclose my cheque for £8.10 (eight pounds and ten pence).

Yours faithfully,
KATHLEEN GRIEVE

The Organiser of the Scottish Telephone Referral Service in her turn also received recognition for her services to adult literacy. In the 1978 Birthday Honours List, much to the satisfaction of all who knew her and worked with her, Kathleen Grieve was awarded the MBE.

There were also the more personal, and perhaps more deeply satisfying rewards of contact with the public. From time to time children too sent letters:

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MY OWN SPELLING WORDS

1) pot – pots	9) house – houses
2) spot – spots	10) word – words
3) plant – plants	11) book – books
4) dog – dogs	12) tortoise – tortoises
5) cat – cats	13) elephant – elephants
6) tree – trees	14) parent – parents
7) ball – balls	15) television – televisions
8) pen – pens	16) pencil – pencils

Dear Sirs
I have got nothing wrong with my reading or writing or spelling, well at least I hope not. I had nothing to do so I thought that I would do some spelling. Just then your programme On The Move came on, then I had the I-dea of writing this little note. I watch your programme on t.v. every week.

Yours sincerely, E.M. age 9 yrs.

Over the next two years, following the end of the first main phase of the BBC adult literacy project in autumn 1978, Kathleen – with Nora Beveridge – found herself becoming involved with a range of broadcast series, covering basic numeracy, English-as-a-second-language and the problems of youth unemployment. Then, from 1980 onwards, as the volume of business began to grow at an accelerating pace, some of the earlier volunteers (used only occasionally in the meantime) found their services in demand once again when major projects were undertaken, although they were now paid as casual staff, along with a small team of unemployed young people.

Assuming wider responsibilities, employing additional staff, developing new services, Kathleen rose to each successive challenge. Throughout it all, however, the philosophy and the commitment remained the same:

> We still give individual attention on every possible occasion. Of course, a lot of our work now involves just sending out literature in response to letters of phone calls, and on these occasions you're just taking down a name and address – trying to make it sound as friendly as possible, but not having any lengthy conversation with people. But with many other calls we talk with people a lot about their problems – sometimes health problems, which of course we cannot solve, and then we have to give them the telephone number of the appropriate agency. With the education side – colleges, classes, courses and so on – a great deal of helpful advice is given and a lot of research is done to try to match the needs of enquirers with the provision available.
>
> I think we do give a very personal service; and my own feeling is that if we don't do that, then there's no point in our existence at all.

The next three chapters, outlining the detailed history and development of the Telephone Referral Service between 1975 and 1984 give some idea of the wide range of activities within which this philosophy has been, and continues to be, applied.

Chapter Four

The Beginning: The Adult Literacy Referral Service 1975-1979

The Scottish Telephone Referral Service was established by the Scottish Institute of Adult Education in September 1975. Set up at the request of the BBC, the Service was specifically intended to act as a clearing-house for enquiries about adult literacy tutorial provision in Scotland likely to be stimulated by the sharing of the peak-time television series, "On the Move".

Before the Service came into existence enquirers seeking information about the project could experience some extraordinary frustrations:

'A CAUTIONARY TALE – FROM A CORRESPONDENT IN A SCOTTISH TOWN WHICH SHALL REMAIN NAMELESS'

Having heard and read snippets about the BBC's Adult Literacy Project, I wanted to find out what kind of people were being recruited as tutors, what, if anything, was being organised locally for would-be tutors, what resources would be available, and what back-up and support services would be provided for tutors. The following catalogue lists the results of a half-day of enquiries.

1. Phoned BBC; was told Information Service was out at lunch.
2. Phoned local Education Department – after some delay, was put through to someone in Education Department, a girl, who knew nothing about any Literacy Project, but said her boss might do, and to phone back after 3 pm.
3. Phoned Volunteer Bureau – no information at all about BBC scheme, told me person to contact in WEA.
4. Phoned BBC; was told to write to BBC Further Education Department in London. Asked if they had any local contact – anywhere in Scotland – was told they had no local information.
5. Phoned local Education Department at 3.30 pm. – lady I was told to ask for still not available.
6. Phoned Citizens' Advice Bureau; given a different person to contact in WEA – no information on BBC Project.
7. Phoned local Education Department; lady I spoke to had no information (worked in Teachers' Centre). She spent five minutes trying to find out where to put me through to. Eventually put me through (I deduced later) to FE Department. Young gentleman there had no information but fortunately his boss appeared. Told me name of area literacy organiser, but he was on holiday. Informed me that details had already been circulated to schools and Civil Service.
8. Out of sheer interest, I phoned the Tourist Information Centre – they had no information; the girls spent several minutes asking around, then offered to put me through to the Education Department. I asked what they did if anyone came in to the Centre wanting information about learning to read; she said it had never happened.

21 20

9. Asked all friends who are teachers if they had seen any information about the Project in school – none of them had. At no point did anyone ask for details about me, for a note of my name and address, or offer to send me any information whatsoever. ("Adult Literacy Scotland", 1975)

The arrival of the Telephone Referral Service on the scene transformed the situation at a stroke. Its task was to provide accurate information in a sympathetic manner, to record names and addresses and to assure those requiring or offering tutorial help that someone from their local adult literacy scheme would be in touch with them shortly. And thanks to the BBC's careful preparatory work in contacting local authorities and in pre-testing the telephone referral procedures Kathleen Grieve, the Organiser in Scotland, found herself with a system that had a good chance of being made to work – in spite of some daunting problems.

Virtually all of the early activity involved in the planning of the British adult literacy campaign – by voluntary organisations, by central government, by local authorities and by the BBC – had taken place in England and Wales. With one or two notable exceptions few in Scotland had given any serious thought to the question of adult literacy. Only in Dundee had a whole local authority been alerted to the potential size of the problem – by Andrew Lockhart, an active Adult Education Adviser – and steps taken there to appoint a member of staff responsible for development of adult literacy provision. In many other places, if the question was raised at all, the view likely to be taken was that the superiority of the Scottish education system (compared with the English) should have ensured that no one had left school with inadequate reading and writing skills. The BBC television programmes were therefore unlikely to generate much demand for adult literacy tuition in Scotland.

This lack of awareness on the one hand was reinforced on the other by widespread administrative unpreparedness within some Scottish local authorities – through no fault of their own victims of a dual reorganisation. In May 1975, only a few months before "On the Move" appeared on Scotland's television screens, the former Scottish education authorities were replaced by nine Regional and three Island Councils. Moreover, within the majority of these authorities, responsibility for informal further education (including adult education) was, in line with recommendations in the Alexander Report on Adult Education (SED 1975), assumed by a new "Community Education Service". In such circumstances several of the new education authorities had considerable difficulty in deciding who should take responsibility for adult literacy, some giving this to their psychological services, some to community education, some to further education colleges and one to its child guidance service. If it turned out that the BBC programmes generated a significant response from viewers, Kathleen Grieve could, therefore, expect to face a number of problems in trying to ensure that enquirers would be contacted promptly by an appropriate person in their local authority area.

And the BBC got it right. Taking account of criticism encountered during the early piloting stages (Hargreaves, 1977), the revised programme formula – substantially scripted by Barry Took and with parts played by a number of talented actors – proved an immediate success. In spite of the sceptics in Scotland, Kathleen Grieve's telephones started ringing immediately the number appeared on the screen at the end of the first programme, rang for two or three hours continuously that evening, and have only occasionally stopped ringing ever since.

Sometimes problems occurred, and onward referrals to a local authority were not followed up by early contact with the individuals concerned – generating complaints and repeat phone calls from enquirers. To deal with this kind of situation a reminder system was developed by the Telephone Referral Service, follow-up letters being sent to the appropriate local referral officer for adult literacy asking that action be taken as early as possible. In one or two parts of the west of Scotland, particularly in the kind of densely populated urban areas where demand for adult literacy tuition was heavily concentrated (Munro and Taylor, 1979), the serious nature of problems arising required discussion with senior local authority officials to see how the accumulated backlog of referrals could be cleared. Inevitably, although these matters were dealt with tactfully and efficiently on both sides, a certain amount of friction was bound to be generated by problems of this sort. From time to time during this period some education authorities, understandably, expressed resentment at being pressurised by the activities of a London-based broadcasting initiative over which they could have no control. But having Kathleen Grieve on the spot in Scotland – so obviously committed to achieving the best deal possible for the "customers" involved – helped enormously here. Moreover, in years to come these early concerns felt by some local authorities in Scotland considerably strengthened the case for an independent Scottish-controlled Telephone Referral Service.

When John Taylor of the Scottish Institute of Adult Education was first approached by the BBC with the request to establish an adult literacy telephone referral service in Scotland, it was assumed that the Service would operate from the Institute's offices in Edinburgh. The timetable was tight. The BBC decision to run Telephone Referral Services in Northern Ireland, Scotland and Wales, rather than to depend on a single London-based Service, was only confirmed in early Summer 1975 – though, as yet, no assured funding for such activities in the national regions was known to be available. The general arrangement for the SIAE to act as host to the Scottish service was agreed in July. The first promise of £1,000 towards its operating costs was secured in August, from the Adult Literacy Resource Agency – on the advice of its Scottish Advisory Committee (of which John Taylor was Secretary!). Under strong pressure from James Boyle, BBC Continuing Education Officer for Scotland and Northern Ireland, a last-minute decision was made at the end of August to locate the Telephone Referral Service in Glasgow rather than Edinburgh. With a little more than a month to go before the first screening of "On the Move" (scheduled for Sunday 12 October), it still remained to find suitable premises; to advertise for, interview and appoint an Organiser; to instal a telephone system; to furnish the offices chosen; to recruit a team of volunteer helpers; and to train the latter in referral procedures.

With welcome assistance from Jenny Stevens and David Hargreaves at the BBC in London and from James Boyle and Sinclair Aitken in Scotland, John Taylor found himself caught up in the following sequence of activities:

29 August – Accommodation at David Dale College annex offered by Strathclyde Region;
1 September – Order for telephone lines at David Dale College sent to Post Office Telephones;

– Advertising copy for Organiser's post sent to the press;
5 September – Job details for Organiser's post produced for enquirers;
– Church of Scotland offer of accommodation in ex-janitor's flat at abandoned Trinity College, Woodside Terrace Lane, accepted;
– Telephone lines for Woodside Terrace Lane ordered from P.O; lines for David Dale College annex cancelled;
8 September – Meeting with Sir Norman Graham, Director of the Scottish International Education Trust, to press the case for funding;
– Letter from Jenny Stevens in London listing stationery items to be acquired and printed for the Scottish Referral Service;
17 September – Four candidates for Organiser's post interviewed in Glasgow;
– First cheque, for opening of an account for the Scottish Service, sent from BBC in London;
18 September – Kathleen Grieve offered appointment as Organiser to begin on 29 September;
23 September – Telephone numbers allocated for the Service by the P.O.;
– Standard stationery items duplicated in the SIAE offices;
29 September – Kathleen Grieve commenced work as Organiser;
2 October – Offices at Woodside Terrace Lane furnished by the BBC and occupied by Kathleen Grieve;
– Letter appealing for volunteer helpers sent by Kathleen Grieve to all churches on Glasgow west end bus routes to Trinity College;
6 October – Responses from would-be volunteers started to arrive;
7-11 October – Volunteer briefing and training programme implemented;
12 October – Scottish Telephone Referral Service commenced operations.

During that first evening 75 enquirers were dealt with in the time available between 6.30 and 9.00 pm. Calls continued to come in the following morning and throughout the week, giving an end-of-week total of 480 calls (303 from potential students and 177 offering help as tutors). By the end of ten weeks 1,194 calls had been handled, comprising 817 students and 377 volunteers. Thereafter students' enquiries settled at a steady average of about 40 per week.

By this stage the Scottish Telephone Referral Service had been assured by London headquarters that funds would be available for its operations up to the end of March 1976, contributions from Scotland having been secured both via the Scottish Advisory Committee of ALRA and the Scottish International Education Trust. Clearly, however, it was desirable to continue the Service beyond the spring of 1976, the BBC having committed itself to a 3-year broadcasting project; and in February 1976 there came a substantial boost to student recruitment from ITV.

Although the main broadcasting initiative in the adult literacy campaign had come from the BBC, the obviously worthwhile nature of the campaign and the fact that it was supported by central government encouraged a generous and co-operative spirit in the world of the media not often seen before or since. Publicity for adult literacy generally, for the BBC programmes, for local adult literacy schemes and for the Telephone Referral Service was promoted widely by newspapers and magazines, by local and national radio and by several other television programmes, including "Coronation Street".

In February 1976 a Central Office of Information short "filler" film about adult literacy problems and tuition first appeared, with the agreement of the Companies concerned, on ITV. The effect was immediate, especially in the STV transmission area. Student referrals by way of the Scottish Telephone Service virtually doubled – from around 40 per week to 70-80 per week. Since the "filler" might appear on the screens at almost any time it became essential for the Referral Service to instal an answerphone, containing a sympathetic welcoming message and a request to phone back during office hours. To have closed down the Scottish Telephone Referral Service at this stage would have made no sense at all.

Fortunately by this time the Ford Foundation, with a decision-making timetable just a little too late for those in the BBC who would have liked some assurance about these things in advance, had come across with a promise of £76,000 over three years, provided the sum were matched £ for £ from other sources. The money was available for the referral system and for other, non-broadcast support services for adult literacy on a UK basis. With the prospect of more secure financial arrangements to back the continuing operation of the Telephone Referral Services, the BBC wisely sought support from a number of individuals and other agencies, including the IBA, for the establishment of a separate charitable trust to look after these affairs. The Adult Literacy Support Services Fund (ALSSF), with funding responsibility for the Telephone Referral Services in London, Belfast, Caerphilly and Glasgow, became operational from March 1976.

In April 1976 the Scottish picture was completed by the creation of a separate Scottish Adult Literacy Agency (SCALA) with funds provided through the Scottish Education Department, to replace the earlier Scottish Advisory Committee to the London-based ALRA. The new SCALA was small, but influential. It could appoint and assign staff to work in education authorities throughout Scotland; it could develop and/or fund the preparation of learning materials; it could provide staff training services; and it could offer grants to other bodies involved in the promotion of adult literacy. From the point of view of the Scottish Telephone Referral Service there were three important things about this new agency: a) Its Chairman, George Foulkes (later MP for South Ayrshire) was a prominent local politician and Convener of the Education Committee of the Convention of Scottish Local Authorities (COSLA) - and it was over his signature that the recommendation about the future development of the Telephone Referral Service in the SCALA final report went to the Secretary of State for Scotland; b) Its Director was Dr. Ethel Gray, former Principal of Craigie College of Education, who quickly recognised the potential importance of the Telephone Referral Service and persuaded SCALA to approve a regular annual grant towards the costs of the Service, channelled via ALSSF; c) As an agency of the Scottish Institute of Adult Education, it had for its Secretary the Executive Officer of the Institute, John Taylor, who therefore found himself principal servicing officer of all three organisations, the SIAE, SCALA and the Scottish Telephone Referral Service.

The link between the Telephone Referral Service and the new SCALA was a particularly important one. As the Literacy Agency began to disburse funds on the appointment of adult literacy organising staff in the various parts of Scotland, it soon became regular practice for the Director of the Agency to hold national meetings of such staff from time to time, and Kathleen Grieve was always invited to be present at these gatherings. The good relations with local staff developed at a distance over the telephone were then further reinforced by these face-to-face meetings. Literacy

organisers could inform Kathleen Grieve about practical aspects of adult literacy provision in the various localities, and bring to her attention new initiatives of interest. In her turn Kathleen Grieve was able to use these meetings to let organisers know about the problems arising when enquirers were not followed up promptly, and also to impress upon them the importance of providing her with regular statistics about student and tutor numbers, which she collected on behalf of ALSSF in London and SCALA in Edinburgh.

'On the Move', 96 Woodside Terrace Lane, Glasgow, G3 7XP, September 1976

Dear Referral Officer,

I am enclosing a further supply of forms in order that you may continue to let me have information about the number of Student and Volunteer Referrals which you receive each month. It has been very difficult for me to present any statistics to the BBC as a number of Regions have not yet submitted any figures for June, July and August. I realise that the holiday season has posed problems but I would appreciate your co-operation in this matter and would be very grateful if from September this could become a monthly exercise. I am grateful to those Regions which have expressed an interest in the 'Pen Pal' scheme and would be very glad to have the names of those who would like to have such a correspondent as soon as possible. I have a list of more than twelve people who have asked for a Scottish correspondent, some of whose names have been with me since June. As I said previously, this could be a very useful way of ensuring that at least some 'Homework' is done between teaching sessions with tutors; it could also provide a fresh interest outside the home environment. I expect you have already received information about the new programme 'Your Move' which will be broadcast twice weekly from Sunday 10th October. The Scottish telephone number will not be shown so there may be some delay on any referrals which arise from it as they are likely to be received in London. The repeats of 'On the Move' will continue to go out on Sundays and Thursdays, but there will be no Saturday transmission. The Scottish telephone number will continue to appear on these. If you have any comments on the service which this centre provides, or if you have any ideas which could be shared with other Regions, I should be glad to have them.

All good wishes,
Yours sincerely,
Mrs K.Z.Grieve
Organiser, Scottish Telephone Referral Service

By way of the various reports and discussions concerning SCALA special projects Kathleen was also able to keep herself informed of wider developments within the adult literacy field, including provision for ethnic minority groups, prison inmates, the deaf and the mentally handicapped. Indeed the Telephone Referral Service office in

Glasgow provided the operational base for another one of these special projects. Set up initially as a research project under the MSC Job Creation Programme, to collect data about adult literacy students in Strathclyde Region, the project – under the overall direction of Tony Howatt of the Department of Linguistics at Edinburgh University – later produced a manual of guidance on assessment of student learning, published by SCALA under the title "Making Progress".

Thus the adult literacy world, like so much of the rest of education and other areas of public life in Scotland, quickly became a close-knit world. And the Scottish Telephone Referral Service thereby gained all those benefits of being associated with a small network of people personally known to each other.

By now operations had settled down into a regular routine. Receiving programming instructions from Olive Mann at ALSSF in London and supplying detailed statistics in return; in telephone communication with John Taylor, her paymaster at the SIAE in Edinburgh; in periodic contact with Ethel Gray at SCALA and in regular contact with literacy organisers throughout Scotland; competent and enthusiastic in her new-found role, Kathleen Grieve was left to get on with the job of running the Telephone Referral Service, assisted by her team of volunteer helpers. In the first extremely busy year of operation, 5,465 enquirers were referred to local schemes (3,431 students, 2,031 volunteer tutors); in the quieter second year, 2,749 enquiries were dealt with (2,033 students and 716 volunteer tutors). Early problems were ironed out; day-to-day problems and queries were dealt with as a matter of course. "On the Move" began its second run in October 1976, paralleled by "Your Move" (a second level television series). In March 1977 "Next Move", a series of readings, began on Radio 2. Only the London telephone number was displayed with several of the programmes in these new series; and this factor was the main explanation for the lower number of enquiries during the second year.

Occasionally a member of the public, prompted by one or other of the programmes, would write in with a complaint. One such, from Corstorphine, Edinburgh, read as follows:

> "On the Move". Surely one of the silliest programmes!. . . I am in my seventies, left school at fourteen, by which time I had read most of Scott's novels. I could not, of course, ski, play tennis, climb mountains, but I could do all the ordinary school work – and gain prizes!!!. . . I am quite serious when I say again – this is a silly programme, no one can learn from it . . .

Kathleen Grieve's replies to such letters were not only sympathetic, but also carefully informative. In this case . . .

> I am sorry that you find 'On the Move' silly; it did in fact win an award for being the most original programme of the year. It could appear to be silly to an educated person, particularly if its purpose has been misunderstood. It does not set out to be a teaching programme. Its aim is simply to present the idea to those who, for an extraordinary variety of reasons have missed out on the educational process, that it would be possible for them to read and write. . . Many people make the mistake of believing that those with literacy problems are necessarily unintelligent. This is not so. There are men and women holding down exceedingly good jobs but living in constant fear that their literacy problem will be discovered: people being offered promotion and

turning it down because it would reveal their inability to spell and to fill up forms: fathers going out to the pub, rather than be shown up by their children at homework time. I could fill pages with the problems which people often freely confess for the first time when they lift the phone after seeing the number on the screen. . . . .

It is not only those who are the product of modern educational methods who are asking for help; indeed I receive more calls from those who were educated forty and more years ago. Most are desperately embarrassed and only open up when they can be convinced that they are not alone and that help is available on a strictly confidential basis. . . . .

I hope that the above may have cleared up some of your doubts as to the value of the programme in achieving the purpose for which, after much trial and error and heart-searching, it was designed.

Yours sincerely,
KATHLEEN GRIEVE

Complaints, however, were comparatively few. More important, as time passed, the impetus imparted by the adult literacy campaign and by the creation of a Scottish Adult Literacy Agency stimulated a number of other developments and activities. Where Kathleen Grieve or the Telephone Referral Service could usefully lend a hand, they did.

A request for assistance in making available extended daytime tutorial provision for unemployed teenagers was met by a Catholic Youth Centre scheme, to which appropriate enquirers could be referred. Persistent demands from those concerned about young people of school age who required additional special help with literacy skills resulted in the establishment of a Volunteer Tutoring Project to provide supplementary tuition in co-operation with schools. For enquirers from ethnic minority groups a close referral relationship was established with the Community Relations Council and with the "International Flat" in Glasgow.

With direct assistance from Kathleen Grieve a West of Scotland Branch of the Scottish Association for Dyslexia was established in close association with the Telephone Referral Service, Kathleen acting as Secretary of the new "Dyslexia Scotwest" for several years. The Scottish end of the Adult Literacy Pen-Friend matching scheme, promoted by the BBC and ALSSF from London, was also another activity with which Kathleen Grieve gladly became involved. Liaison arrangements were also developed between the Referral Service and officers of the then Training Services Agency responsible for TOPS, the Training Opportunities Scheme, in respect of Preparatory Training Courses – in communications and basic skills – for over 19s and unemployed adults.

The following extracts from correspondence give the flavour of some of these activities, and illustrate the care and sympathy with which requests for help were handled.

Dear Sir/Madam,

I am writing to enquire about your classes for Adult Education. I would like to emprove my writting and spelling. As Ive just started a new job

and its pretty embarrasing when you can't spell. Ive been a house wife for a few years and never thought about my spelling but now Im working I do a lot. and I would like to try and emprove it.
So. would you please let me know if I pay or when the classes are held.

Yours Faithfully, Ms. H.

Dear Ms H,
Thank you for your letter asking about classes for spelling.

I have sent your name to the Glasgow Literacy Scheme and an Organiser in your neighbourhood should get in touch with you within the next fortnight to tell you where you can get the sort of help you have in mind.

Spelling problems can make things very difficult for you at work and I know that you will receive help either in a class or with a personal tutor, whichever you prefer. There is no charge for the service at the moment and our tutors are all volunteers.
Please let me know if no-one has been in touch with you in three weeks from now.

All good wishes,
Yours sincerely,
KATHLEEN Z. GRIEVE

Dear Sir/Madame,
I wondered if you could help me. I saw your programme this evening and was wondering if you could send me any information on how to help people to spell. My husband sometimes gets his letters mixed up. Although he seems to know which letters go in a word, he puts them in the wrong order. We play word games and he sits with the dictionary for hours on end. I am always able to explain ordinary words to him, but can't seem to explain how I know where silent letters go or the difference in pronouns, nouns, verbs, adverbs and so on. Other things like "there" and "their" seem to puzzle him too. I try to help him as much as I can, but feel inadequate. He would never go to one of your adult education classes as he's even embarrased asking me spellings sometimes. As the children are getting older and asking him how to spell things, he makes excuses and sends them to me. Any help you can offer would be gratefully received.

Yours Faithfully, Mrs R.

Dear Mrs R,
Thank you for your letter which I received this morning. It is exceedingly difficult to give you the sort of advice you want without knowing the full circumstances. There is a great variety of literature about spelling but I wouldn't want to recommend you to buy something which might not be helpful in your situation.

I could make two suggestions. Firstly, your husband could have a personal tutor, completely confidentially. There is no need for him to go to a class. Or if this is still unacceptable to him, you could take the training for Volunteer Tutors yourself, with a view only to giving him some help.

If neither of these ideas is possible, then your local Library should carry a stock of books which you could examine to see if they meet your needs before purchasing them in any good bookshop. Most bookshops are very willing to let you see their stocks before you choose something which would be helpful to you.

Please don't hesitate to get in touch with me again if I can arrange a Training Course for you or a Tutor for your husband.

All good wishes.
Yours sincerely,
KATHLEEN Z. GRIEVE

P.S. I enclose an order form for the 'Write Away' books which you could use.

Dear Sir or Madam
I have looked at your programme On the Move. I like it and it helps me. I have tried to buy the books "On the Move" and "Your Move". All the shops around me dont sell them and when I ask to get them they say we dont bother with that book. I have tried in Lossiemouth and Elgin. Can you get the books for me. I will send on the money.

Yours sincerely, Miss M.

In this case the appropriate leaflet/order form was sent, for direct purchase of the books from the BBC.

In some cases it was not clear whether the enquirer was a tutor offering help or a would-be student.

Dear Sir or Madam
Could you give me more information about the literacy campaign for I would like to help, and could you tell me if this job is a full-time job or only part time I have no "O" levels and would like another chance to take them I did not want to leave school but I had to because I had kown "O" levels.

Your sincerly, Ms C.

Dear Miss C.
I received your letter yesterday in which you ask for more information regarding the Literacy Campaign.

I am not quite clear as to how I can help you as your letter seemed to indicate both that you were offering help as a Tutor and that you were asking for help to reach an 'O' Level standard.

There will be a class starting at Cardonald College on Monday which is a pre-'O' Level Course, and I will gladly give you all the details about this if you would telephone me as soon as you receive this letter. I am here from 9-5 every day except Wednesdays.

If you are offering to be a tutor then you would need to undergo a short training, two evenings a week for three weeks, this is a voluntary job and most tutors give an evening a week to their students.

I will be glad to help you if you will 'phone and let me know just what I can do for you.

All good wishes,
Yours sincerely,
KATHLEEN Z. GRIEVE

Some youngsters merely made a nuisance of themselves on the telephone – especially during school holidays. Others, however, kept in regular contact and exploited the service to the full!

Dear on the move,
It is me again sorry to bother you but could you give me play school's address and Jim will fix its address.

Love, DLS

P.S. Thank you very much

The next group of letters gives some idea of what was involved in linking with the pen friends scheme, the Catholic Youth Centre and the college-based TOPS Preparatory Programme run by the MSC.

Dear Ms C,
Thank you so much for sending on the name of your student who would like to be matched with a pen friend.

I enclose the name and address of what seems to be the most suitable person amongst those I have received from London.

I would grateful if you would encourage Mr H. to write immediately, and to ask in his first letter that Mr M. should reply quickly so that the correspondence may be established. If there is any hitch, please let me know as I keep a record of all matchings and I would try to find someone else if this doesn't work out.

30

It is so difficult to get time in this office to attend to these rather more fringe activities as the Campaign seems to be attracting more students than ever. We had more last week than in any week since the very first programme went out.

I hope you are finding being a tutor a rewarding occupation, the response to the call for Volunteers is quite wonderful.

All good wishes,
Yours sincerely,
KATHLEEN Z. GRIEVE

Father O'Rourke,
Catholic Youth Centre,
14a Newton Place,
Glasgow

Dear Father O'Rourke,
I enclose a form for another lad who could benefit from the sort of instruction you are hoping to provide. His name is Z and he is employed, but fortunately it is with his Uncle who is willing to release him on Wednesday and Friday mornings for this purpose. Z is working on the Mitchell Library Building site and is due to take some College training for which he is at the moment, ill equipped. I hope you will be able to help him.

I have made an appointment for him at 10.30 on Wednesday 18th May with Miss O'Donnell, and I understand that he can remain with you for the two hours. Z is 16 years old and did attend a Special School so I cannot vouch for his potential.

I am so delighted to have some place to direct these youngsters to and I am now looking through my files with a view to presenting the possibility to others.

I would be grateful if you would give J. (due at 10.30 on the 18th) a message for me. He is very keen to get on a TOPS Communications Course in the Autumn. I have made an appointment for him with Mr Ferguson, TSA, Hamilton House, 20 Waterloo Street, on Friday 20th May at 2 pm. Would you ask J. to phone me and I will fill in the details. He wants to get into the Navy but doesn't have the basic education.

Do look round and see me sometime, we can talk over possibilities.

All good wishes,
KATHLEEN Z. GRIEVE

Dear Miss B,
I had a talk with Mr Phillips and he assures me that you could get straight into the fulltime course at Barmulloch College if you keep your appointment with him at Hamilton House, W20 Waterloo Street, Glasgow, on Thursday 1st November next week. Your appointment is for 10.30 am and you will find Mr Phillips one floor up in the Hamilton House Building.

I told you that a training allowance is paid while you attend the twelve week course and that this amounts to more than unemployment benefit, also your travel and your lunch are financed. Mr Phillips tells me that to reach the College from the centre of Glasgow you get a 55 bus in Hope Street which will take you right to the door, so it shouldn't be too difficult for you to get there from Castlemilk. I hope sincerely that you will be offered a place as I am sure it would give you the sort of chance you are wanting.

If for any reason you are unable to keep your appointment with Mr Phillips on Thursday at 20 Waterloo Street, will you please telephone them, ask for Reception and another appointment will be made for you. The number to 'phone is 204-0464.

All good wishes.
Yours sincerely,
KATHLEEN Z. GRIEVE

Thus the Telephone Referral Service extended its links in a number of different directions. And all the time, as the telephone number became more widely known, a steady stream of more general enquiries about education and training opportunities for young people and adults flowed in. As Organiser, Kathleen Grieve was convinced that the service should be trying to meet these new needs.

However, by the beginning of 1978, with the end of the three-year BBC adult literacy broadcasting project in sight later that year, serious questions were having to be asked about the future of all four Telephone Referral Services once the initial funding arrangements expired in March 1978. Referrals handled by ALSSF in London had dropped by about half presumably because of the development of efficient publicity and referral arrangements in adult literacy schemes at local level.

In Scotland, however, the situation was very different, the fall-off in referrals being much smaller. Total numbers of students and volunteer tutors handled between April 1977 and March 1978 amounted to 2,527, and in the following year to 2,147. With such clear evidence of the continuing need for the service in Scotland Ethel Gray, as Director of SCALA, confirmed that, if necessary, the Literacy Agency itself would carry the costs of funding the Scottish Telephone Referral Service for the remaining period of the Agency's own life up to 31 March 1979. The sums involved were in any case modest, the annual cost of running the Service being less than £5,000 at this stage!

But during 1978 the Trustees of ALSSF – parent body of the four referral services in the national regions – concluded that, if its remit was broadened to include all

aspects of basic education, it would have a good chance of survival and expansion. A decision to reorganise the Charity was therefore made and, on this basis, assurances of continuing support for the Scottish Telephone Referral Service were given in principle, on the understanding that attempts would have to be made to seek new sources of funding in Scotland.

When Vernon Smith took up post as Director of the Scottish Institute of Adult Education in May 1978, in succession to John Taylor, a clear view had emerged amongst the key individuals concerned, that new Scottish arrangements would need to be developed to safeguard the future for a Telephone Referral Service specifically geared to Scottish needs.

Broadcast series covering new areas of basic education were now in the pipeline. In October 1978 an ITV series on basic numeracy produced by Yorkshire Television ("Make it Count") went on the air. At the same time the BBC launched a new series of television programmes on English-as-a-second-language, "Parosi", for members of ethnic minority groups. However, in the former case the main element of support was a workbook available from the National Extension College, telephone referral playing only a minor part in the project; and in neither case did transmission of the programmes generate many telephone enquiries.

Unaware that the future outlook for business was rather more gloomy than anticipated at an earlier stage, SIAE and ALSSF agreed to pay for a part-time assistant to Kathleen Grieve – on the assumption that her original team of volunteer helpers could not fairly be expected to tackle the much more complex range of enquiries now requiring to be serviced. Negotiations were also opened with Strathclyde Region, seeking a regular contribution to the future costs of the Scottish Telephone Referral Service, on the grounds that the Region, particularly its Lanark and Glasgow adult literacy services, publicised the Telephone Referral Service telephone number as the referral point for their own local schemes. The initial outcome was overwhelmingly generous. Strathclyde Region Education Committee approved arrangements for the funding and administration of the entire Service from 1 April 1979, should this prove to be necessary. However, given the assurance of support from ALSSF mentioned above and the prospect of continuing financial contributions from any agency replacing SCALA after March 1979 – and bearing in mind the responsibilities of the Telephone Referral Service as a *national* agency – a modified offer proved satisfactory to both parties. During 1979/80 Strathclyde Region would pay an amount equal to about 50% of the expected running costs of the Service in that period.

The prospect of operating an independent Scottish Telephone Referral Service funded from Scottish sources now seemed brighter. And there were other pressures pushing things in the same direction, though for different reasons. There had been frustration in the Scottish Adult Literacy Agency at the absence of a Scottish telephone number from several of the more recent literacy programmes broadcast by the BBC – the latter claiming that opt-out from the network for display of a separate message on Scottish screens was not technically feasible on BBC2. Then, towards the end of 1978 the old issue about broadcasters pressurising local authorities and failing to consult adequately in Scotland raised its head again – this time in connection with the BBC's plans for a basic numeracy television series commencing in 1979. A number of adult literacy schemes in Scotland questioned whether they could cope with substantial extra demand for tuition in numeracy, and

concern about this was expressed to the Scottish Adult Literacy Agency by senior members of the Education Directorate. Amongst these was George Bain, Depute Director for Further and Community Education in Strathclyde Region – possibly fearing a repeat of the serious problems experienced in one or two of the Divisions in the Region over demand for literacy provision in 1975/76.

Knowing that SCALA would have reached the end of its life by 31 March 1979, Ethel Gray – in consultation with Vernon Smith at the SIAE and Leslie Morphy, the recently-appointed Chief Executive at ALSSF – decided that it was time to invite representatives of the main broadcasting agencies in London to come up to Scotland to hear about some of these problems at first hand and to participate in a round-table discussion on desirable future arrangements for planning and consultation. The event duly took place on 29 March 1979, chaired by Geoffrey Drought, representing of COSLA. Those attending included representatives from the BBC (London and Scotland), STV, Grampian Television, the IBA (London and Scotland), the Scottish Education Department, the Open University in Scotland, the Workers' Educational Association, Tayside Region, Strathclyde Region, ALSSF, SIAE, SCALA and the Scottish Telephone Referral Service.

This March Seminar highlighted several important points:

- plans for broadcasting projects in the future were no longer limited to adult literacy, or even to wider aspects of basic education;
- periodic round-table planning and consultation meetings would be desirable;
- the Scottish Telephone Referral Service needed arrangements for regular meetings of some kind of associated committee;
- Scottish organisations were convinced that Scotland would be better served by an independent Scottish Telephone Referral Service, albeit operating in conjunction with ALSSF in London.

Meanwhile, between the planning and the holding of the seminar, in January 1979 the ceilings at Woodside Terrace Lane had finally fallen in (following a number of earlier incidents), forcing Kathleen Grieve to seek new premises for the Service. Suitable offices were found at 212 Bath Street, nearer the centre of Glasgow, in a building also housing a Citizens' Advice Bureau and the West of Scotland office of the Workers' Educational Association. Telephone lines were installed as quickly as possible, and Ethel Gray provided money from SCALA for carpets and furniture. Unlike the previous premises, provided by the Church of Scotland, these would not be rent free!

Inevitably, in such circumstances, the move to new premises caused some disruption in the service, but this was only minor. Within a few weeks Kathleen Grieve and Nora Beveridge were fully settled in, the same welcoming atmosphere had been re-created, and Kathleen was catching up with the mail.

> Newport, Isle of Wight
> 9th February 1979
>
> Dear Sir,
> Could you please send me any information on adult courses available, full-time or part-time, and any entrance qualifications necessary, with a view to working professionally in the natural sciences, ecology, conservation, botany etc. Any information will be gratefully accepted.
>
> Yours faithfully, Mr S.

28th February 1979

Dear Mr S,

Thank you for your letter of 9th February. Please accept my apologies for the delay in replying to it, but as you will see, I have removed from my previous premises in Woodside Terrace Lane (owing to flooding) and it has taken time to become established in the new premises. I am afraid I have been dealing mainly with urgent correspondence.

I am a little at a loss to know how to respond to your request for information about courses and educational qualifications as I do not know whether you have a degree in mind or simply Further Educational classes. I do not know whether you are seeking information about England, Scotland or the Isle of Wight or whether the Open University is in your mind. If you are hoping to work professionally in the field of the natural sciences and ecology then I would presume that you do have a University Degree in mind and if so, then of course it would depend upon which university you choose as they lay down different regulations for entrance to different disciplines.

If you could let me have more information about yourself and about the qualifications you already possess, also giving some indication of where you would hope to study, then I could perhaps direct you to the proper source of information for your particular needs.

All good wishes.
Yours sincerely,
KATHLEEN Z. GRIEVE

This letter, incidentally, also illustrates the wide-ranging nature of the educational enquiries now being dealt with.

On 31 March 1979 the Scottish Adult Literacy Agency came to the end of its official life. Regional and Island Authorities, at the request of the Scottish Office, took over responsibility for the funding of local authority adult literacy staff and provision. A much smaller Scottish Adult Literacy Unit (SCALU) replaced the old Agency. The Scottish Telephone Referral Service – with funds promised from Scotland's largest local authority – was settled in new premises. Organisations were changing; faces were changing. The end of a distinctive era was at hand.

Chapter Five

Transition: Developing an Autonomous Scottish Service 1979-1981

The two years between April 1979 and March 1981 were important transitional years for the Telephone Service. At the beginning there were still questions to be answered about how the Adult Literacy Referral Service in Scotland could be continued, its activities broadened and its independence from London strengthened. By March 1981, in new premises yet again and with a new name, the Scottish Telephone Referral Service, though still an agency of the SIAE, had won its independence from the Adult Literacy Support Services Fund and was providing an increasingly diversified range of support services for broadcasting, and information services for individual enquirers. Although they had been initially doubtful about the wisdom of allowing the Scottish Service to go its own way, because of the importance of being able to *guarantee* telephone referral services throughout the United Kingdom for programmes networked nationwide, the BBC and ALSSF felt it politic to bow to the inevitable, continuing to work in close and friendly co-operation.

Meanwhile the end of SCALA in March 1979 had seen the creation of a Scottish Adult Literacy Unit (SCALU) by the Scottish Education Department, for a temporary period from 1 April 1979 to 31 March 1980, to bridge the gap until the creation of a new successor body concerned with wider aspects of basic education – as was to be recommended in the final report from SCALA which was being drafted by Ethel Gray during the spring and summer of 1979. Geoffrey Drought, Depute Director of Education for Tayside Region, assumed the chairmanship of SCALU, and was also to be chairman of the subsequent Scottish Adult Basic Education Unit; Pablo Foster became SCALU Field Officer; and Vernon Smith became part-time Director of the Unit, carrying this alongside his Directorship of SIAE and general oversight of the Scottish Telephone Referral Service.

Pablo Foster, an Arabist with an international reputation in the field of English-as-a-foreign-language specialist, had been introduced to the adult literacy world in Scotland by Ethel Gray, Director of SCALA. His initial contribution had been as a consultant working on the production of learning materials for slow learners and the mentally handicapped – the subsequent SCALA/SABEU resource pack "Moving Ahead" becoming a best seller. His appointment as Field Officer of the Scottish Adult Literacy Unit coincided with a UK Conference on Adult Basic Education, organised in Southampton by the DES and timed to coincide with the launch of a report officially requested by the Secretary of State for Education and Science from the Advisory Council for Adult and Continuing Education, "A Strategy for the Basic Education of Adults" (ACACE, 1979).

Pablo Foster's report on this conference, and on a subsequent conference organised at Nottingham University by the National Institute of Adult Education, endeared him to hundreds of readers of the short-lived journal "Basic Education" in which both reports appeared under the title "Two Conferences and 1000 definitions later" (Foster 1979). The reports gave the impression of a colourful and imaginative character, energetic, slightly impatient with the world of education; a person with

literary talents – and with a wickedly irreverent sense of humour. As subsequent Director of the new Scottish Adult Basic Education Unit, from April 1980 onwards, Pablo Foster took a keen interest in the contribution of radio and television to basic education, himself made a number of contributions to the broadcast media, and developed the close association of his Unit with the Scottish Telephone Referral Service begun by SCALA and by Ethel Gray, his predecessor. In particular he was keen for his Unit to become involved in the production of appropriate print materials to back up topics introduced through broadcast programmes in Scotland.

At the end of May 1979 there came the first meeting of a new "Advisory Committee" for the Scottish Telephone Referral Service, called together by the Director of the SIAE on the advice of colleagues. The intention of setting up such a committee was to provide a support group for the Organiser of the Service and to introduce a mechanism for bringing together representatives of the various bodies responsible for funding, administering and using the Service – ALSSF, SCALU, COSLA, Strathclyde Region, SED, BBC, STV and SIAE. Dan Anderson, the SIAE representative, also, as it happened, had connections with the Open University and with the Scottish Council for Educational Technology. Whether foreseen or not, the Committee was to play an extremely valuable role in focusing attention on the *Scottish* agenda, thereby helping to counterbalance the metropolitan perspective of ALSSF and the London-based broadcasters, which had hitherto been the main influences on the activities of the Scottish Telephone Referral Service.

Meanwhile the MSC as an agency, and the problems associated with unemployed youth, were to become major preoccupations of educational broadcasting during the next two or three years.

In 1978/79, funded by the Gulbenkian Foundation, education officers from the BBC and the IBA (Neil Barnes and Jean Sargeant), seconded within the framework of a co-operative project, worked on the production of a national report entitled "Broadcasting and Youth" (Calouste Gulbenkian Foundation, 1979). Amongst other recommendations the report proposed a concerted strategy on the part of the broadcasters, together with a variety of statutory and voluntary allies in the field, to produce carefully-targeted programming and to develop associated follow-up activities aimed at young people in the 16 age range, who were thought by the broadcasters to be a missing audience as far as television was concerned. The new Special Programmes Division of the MSC, attracted by the possibility of using the media as a means of communicating with and influencing young unemployed people, was thought likely to be willing to provide money for many of the infrastructure and support activities needed to make such an approach practicable. MSC financial assistance for Westward Television's "Just the Job" project and Capital Radio's "Jobmate" scheme – in association with the National Extension College, Cambridge – appeared to provide evidence in support of such expectations.

Ambitious schemes were mooted for the deployment of a joint BBC/IBA "Field Force" and the establishment of a central co-ordinating "Exchange" to service organisations in the voluntary sector. Alas, the prospects for joint collaboration between the BBC and the IBA were ruined, so it is said, by the ferocious dispute over football television coverage that year; the voluntary sector was unconvinced about the efficacy of the plans; and the grand scheme appeared therefore to come to naught. In fact, that was not quite the end of the story. Scottish Television and the

MSC agreed to try the idea out on a small scale in Scotland – where there was a Telephone Referral Service looking for new activities to develop! The story, however, took some while to unfold, and in the meantime other new projects were also afoot.

In October 1979 the BBC's new television series on spelling went on the air. Presented by Barry Took, "Write Away" seemed to have considerable potential as a means of stimulating further demands for tuition, channelled via the Telephone Referral Service. In Scotland, however, an unfortunate clash of interests gave rise to an immensely frustrating situation for Kathleen Grieve. BBC Scotland Television, having its own responsibility for Education scheduling and with the "Can Seo" Scots Gaelic series also needing to be slotted into the schedules, found itself unable to screen "Write Away" in the Sunday afternoon slot allocated for it elsewhere in the UK. Eventually the "first" showing of the spelling series was squeezed in late on a Tuesday night in Scotland (evincing a minimal response), actually after the showing of the "repeat" programme earlier the same day! Since the BBC Continuing Education Department produced only one set of pre-programme publicity, all posters for distribution in Scotland had to be retrieved by the Telephone Referral Service and altered individually by sticking labels over the "incorrect" programme times. Another unforeseen problem of autonomous operations in Scotland!

Autumn 1979 also saw the launching of the first of the new BBC series of television programmes for the 16 age group, "Roadshow." Although telephone referral did not figure as a major element in the series, the STRS (the initials of the Telephone Referral Service were becoming more frequently used) was asked to provide a telephone advice service in Scotland for the particular programme concerned with literacy, education and training provision. Specialist staff from the MSC and the Careers Service were invited to man the phones in the STRS offices and to provide advice to enquirers as appropriate.

Although the way in which this particular programme was presented actually stimulated few enquiries about education and training opportunities, this was the beginning of an important new dimension to the services offered. In May and June 1980 similar arrangements were made, at the request of the BBC and the Manpower Services Commission, for the servicing of the Radio 1 Dave Lee Travis "Breakfast Show – School Leavers' Special", again with specialist careers officers available to give advice over the telephone.

The first half of 1980 witnessed a number of important developments in the organisation of the Telephone Referral Service and the scope of its activities. The first of these occurred at the very beginning of the year when Vernon Smith, in his capacity as Director of the SIAE, received a letter from the Scottish Education Department indicating a) that the Minister, in line with recommendations in the final report from SCALA, had agreed to the setting up of a unit for adult basic education for 3 years from 1 April 1980, with grant available up to a maximum of £60,000 for 1980/81; b) that "the national funding of the Scottish Telephone Referral Service...must come out of the £60,000."

At the time this appeared to be both good news and bad news. The good news was that the Scottish Office clearly supported the idea of maintaining the Telephone Referral Service in existence and of assisting it with national funding in Scotland. The bad news was that no separate additional money would be available, that the £60,000 for SABEU was only half of the sum expected, and that the Telephone

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Referral Service would be tied, for funding purposes, to a unit concerned with adult basic education – and all this just at the point where it had become feasible to take off in new directions, providing services across a much wider spectrum and not only to the education world. However, the assurance of funding by way of a unit with at least three years of life confirmed to those responsible that it would be appropriate for the Scottish Telephone Referral Service to assume an existence independent of the ALSSF parent body from April 1980 onwards. This was to be an important milestone.

A further boost came from the BBC in early Summer 1980, when James Boyle, in association with Jane Anderson, the Senior Assistant in London responsible for Educational Liaison, agreed to offer the SIAE a grant towards the establishment of a Broadcasting Resource Bank to hold stocks of adult education programmes recorded off-air, together with associated print material. The decision was made to house the Resource Bank with the Telephone Referral Service and, if appropriate, to develop it in conjunction with the resource centre for basic education planned by the new Scottish Adult Basic Education Unit. Since it was important to ensure that the Telephone Referral Service was seen to be a neutral body, offering services to independent broadcasting as well as to the BBC, approaches were also made to Robert McPherson and Sheena Young, Heads of Education at STV and Grampian Television respectively, inviting the support of their companies in establishing the Resource Bank and offering its subsequent services in return. The response in each case was positive, the two companies between them providing the recording and video equipment required by the Resource Bank.

The third important development occurred in June 1980, with the organisation by the SIAE of a Scottish Conference on "Broadcasting, Education and the Community", and the subsequent production of two associated publications – a report on the conference (Bourne, 1980) and a special issue of the *Scottish Journal of Adult Education* (Vol. 5, No. 2, Spring 1981) dealing with adult education and the media. The event itself gave a good airing to current issues in educational broadcasting, drew attention to the arrival of a fourth television channel two years ahead and generally sought to motivate those in the field of adult and community education to take more account of the potential contribution of the mass media to the promotion of adult learning. In a closing address, James Boyle urged adult educators to consolidate their strength by developing more positive collaboration between agencies, to go for a much higher public profile in the press and media, and to seek to exercise more leverage over the broadcasting agenda itself (Boyle, 1981). As far as the Scottish Telephone Referral Service was concerned the opportunity was taken, in a short paper prepared for one of the Conference groups, to canvass support for the Service as the main focus in Scotland for new developments in the field of broadcast-linked support services, especially the proposed new local referral network project sponsored by the MSC.

In fact there had already been informal indications that the SIAE and its Scottish Telephone Referral Service would be asked to host this latter project. This, the fourth major development – pale reflection as it was of the original grandiose UK schemes discussed by the IBA, the MSC and the BBC following the publication of "Broadcasting and Youth" (Calouste Gulbenkian Foundation, 1979) – was to have vital financial implications. The STRS had existed up to this time on minimal funding. The kind of money available for an MSC-sponsored project of the sort envisaged,

modest as it was, provided a vital boost to the general budgeting arrangements of the Telephone Referral Service, virtually doubling the latter's income during the first year of what was to be a 3-year project.

It was agreed that the Telephone Referral Service should provide servicing arrangements and an operational base for a "Scottish Referral Service Network" Liaison Officer and that the MSC would contribute 50% of the costs involved. The other 50% (since the network would not limit its activities only to those associated with MSC Special Programmes) would come from the Scottish Education Department, on the recommendation of the Scottish Council for Community Education – whose representative, Dr Ethel Gray, became chairman of the project management committee. First year costs were estimated at £11,200.

The main purpose of the Scottish Referral Service Network (SRSN) project was to test the feasibility of establishing and maintaining a comprehensive network of *local* referral points throughout Scotland, making it possible to include in appropriate broadcast programmes an exhortation to listeners or viewers to call at their local referral point for further information or assistance on the subject in question. When John Keil, the first Liaison Officer, took up post at the end of August 1980, the MSC had already persuaded representatives of local authority careers and/or community education services in the STV transmission area to provide a network of local referral points for a forthcoming STV series concerned with youth unemployment. Broadcast in Autumn 1980 under the title "Jobs for the Boys (and Girls!)," this was the first series serviced by the SRSN project. Later activities associated with the project are referred to in the next chapter.

With the additional negotiation of an annual 'subscription' arrangement allowing use of STRS services at reduced rates for MSC-sponsored projects, the pattern of this new MSC involvement in the activities of the Telephone Referral Service was complete. These new arrangements were first used in January 1981, when the STRS was asked to provide telephone referral services in support of an advertising campaign aimed at attracting employers who would be willing to act as sponsors of MSC Work Experience projects.

One of the candidates applying for the post of SRSN Liaison Officer happened to be an experienced careers advisory officer with both information handling and secretarial skills. Here was an opportunity far too good to be missed! New work on MSC-related projects required the expertise of a careers adviser. The much wider range of subjects covered by current and forthcoming broadcast programmes required organisation of vast amounts of information. And Kathleen Grieve could no longer be expected to rely on the SIAE offices in Edinburgh for supplementary clerical and secretarial services which she and Nora Beveridge, her part-time Assistant, could not provide for themselves. The availability of Josephine Moseley for appointment as Secretary/Information Officer therefore seemed providential.

A matter of equally pressing importance, and one that the new Information Officer was able to take in hand, was the need to organise reference information, local contacts in Careers Offices and colleges throughout Scotland, and a system of referral for the steadily growing numbers of enquirers taking advantage of the STRS educational information service. Coincidentally, the publication by the SIAE in September 1980 of "A Handbook of Adult Education in Scotland" (Horobin and Wilson, 1980) provided for the first time a comprehensive guide to education and training opportunities available in Scotland for adults. Information on basic

education and post-basic courses was also now more easily made available to Kathleen Grieve and Josephine Moseley by the fact that the newly-appointed Assistant Director of the Scottish Adult Basic Education Unit, Anne Docherty, began spending some sessions each week in the STRS offices at 212 Bath Street.

Meanwhile, in the latter half of 1980 James Boyle was concerned with the development of strategies that would put information and basic education into the hands of the "information poor" – those in the community who appeared to be dependent on others and on the state, powerless themselves because they lacked the basic information, skills and awareness to cope effectively with their own situations. At the national level in Scotland he looked for alliances between broadcasting, adult/community education, basic education and health education bodies; at local level he looked to public libraries as the most effective likely disseminators of "community information" (cf. Library Association, 1980).

He, therefore, helped to launch a new afternoon television magazine series on BBC Scotland, "The Afternoon Show," which in subsequent years transferred to the UK network. Because it covered a wide range of health, consumer and community issues, the resources of the Scottish Health Education Group (SHEG) were mobilised to assist in providing a variety of back-up materials and services, whilst basic education elements were provided by Pablo Foster of SABEU. The Scottish Telephone Referral Service was asked to organise telephone referral and mailing services covering virtually all topics dealt with in the programmes, the SHEG agreeing to cover the costs involved – a far cheaper way than trying to provide a round-the-clock enquiry and mailing service themselves for the duration of the series, from January to April 1981. The National Children's Homes "Family Network" telephone counselling service was also asked to provide advice and counselling on some of the more specialist problems covered in particular programmes.

Even before "The Afternoon Show" went on the air, it was clear that a number of converging influences at work would make a move to new larger premises essential for the Telephone Referral Service. Recognising this, and believing that the most advantageous operational mileu for an information-based Telephone Service would be within the public library domain, James Boyle, in association with Vernon Smith and Kathleen Grieve, sought to prepare the way for a move to substantially larger premises, to be provided, they hoped, by the Glasgow District Library Service. Possibilities were explored at the Mitchell Library in Central Glasgow and at one or two other locations. At the same time discussions were commenced with the British Library Research and Development Department on a draft proposal for an action-research project concerned with the development of a systematic framework for the organisation and dissemination of community information and broadcast-linked print material, in association with the Telephone Referral Service.

These moves failing to come to fruition, alternative accommodation recommended by the Scottish Education Department was now considered, in premises owned by the Scottish Council for Educational Technology (SCET) at Dowanhill. SABEU was looking for more room to accommodate its Assistant Director and the proposed Resource Centre for Basic Education, which was eventually to incorporate the Broadcasting Resource Bank. At the suggestion of James Boyle the Telephone Service was planning to offer shared accommodation to the NCH "Family Network" telephone counselling service. There was also by this time a prospect that the STRS might secure microcomputer equipment for the development of a modest

educational information database. The suite of ground floor offices available in the old converted Notre Dame College now managed by the SCET seemed able to accommodate all these activities (though with little room to spare); the SIAE was therefore persuaded to enter into a lease agreement on behalf of the Telephone Referral Service and SABEU.

One problem, however, remained. For publicity and programme presentation purposes the Telephone Referral Service needed a short name or acronym – and the name had to be decided in a hurry, before publicity for "The Afternoon Show" was printed and distributed. The eventual decision was to go for a formal descriptive title incorporating the term "network", which appeared in the titles of both the SRSN project and "Family Network". From the end of 1980 the Telephone Service was therefore re-christened the "Scottish Telephone Referral, Advice and Information Network". And since few relished the idea of working in conjunction with an outfit called STRAIN, the effective operating name became simply NETWORK.

Another problem was solved equally quickly. From the moment that "Family Network" moved in, it was clear that a telephone counselling service – tying up telephone lines for long periods of time and requiring quiet seclusion for its counsellors – was simply not compatible with a bustling host organisation engaged in quick-fire referral, information and mailing activities. By mutual agreement, therefore, "Family Network" returned to its previous premises early in 1981, as soon as the telephone lines could be re-installed.

Management problems were now emerging; indeed, they had been evident to the perceptive onlooker for some while. The Advisory Committee established in early 1979 had provided a useful forum for the discussion of activities and developments, reporting by the Management Committee of SABEU after April 1980 when SED funds were channelled via that route. But the Telephone Referral Service had no formal framework for administration, forward planning, budgeting, or for accounting to the SIAE as its parent body. With so much happening so fast, as was the case during the latter half of 1980, opportunistic *ad hoc* arrangements began to prove an inadequate mode of operation. Recognising that more formal structured arrangements were now required, the Council of the SIAE, at its bi-annual meeting in November 1980, established an 'Interim Advisory Group' under the chairmanship of Elisabeth Gerver – then chairman of SIAE Executive Committee – to bring forward proposals for a constitution in time for its next meeting in June 1981. In the meantime this Group also exercised the functions of the former Advisory Committee.

The discussions of the Interim Advisory Group – and of a smaller group set up by the latter to draft the required constitution – drew attention to a number of problems. Working in conjunction with SIAE and SABEU, in addition to its regular telephone referral and mailing work, NETWORK had also become involved in plans for:

- Educational information, advice and guidance services for adults;
- Computer-based information systems, and individualised learning;
- Libraries and community information;
- Promotion of broadcasting via the Broadcasting Resource Bank;
- Local referral networks;
- Social action broadcasting on local radio, and promotion of local support services.

From some directions there were pressures for NETWORK to take a pro-active role in

promoting these new developments, whereas the traditional function of the Telephone Referral Service had been in responding to requests for provision of day-to-day servicing. Wisely at this stage, given the slender resources and few staff, it was agreed that NETWORK should not allow itself to become overstretched but should confine its activities to provision of practical customer-oriented services, leaving other organisations to assume responsibility for research and development.

In March 1981, at the end of this transitional period, the newly-christened NETWORK seemed ready to make a name for itself as an independent Scottish agency. With new sources of support from the Manpower Services Commission, the Scottish Education Department and the Scottish Health Education Group, there seemed to be a good prospect of dealing successfully with the much wider range of subjects and activities having to be covered for magazine programmes like "The Afternoon Show". And a broader-based service could prove even more attractive to other programme producers as yet unserved.

Chapter Six

Growing Strength: NETWORK In Operation 1981-84

The disengagement of NETWORK from the London-based Adult Literacy Support Services Fund in 1980 had freed each organisation to develop in its own chosen directions. In 1981 ALSSF too changed its name and constitution, henceforward operating as "Broadcast Support Services". During 1981 one of its main preoccupations was the servicing of "LINE 81", offering telephone referral and back-up facilities to a number of different radio and television programmes dealing with issues of relevance to the handicapped, during the International Year of Disabled People. A second major task was the master-minding and provision of multi-lingual print material and telephone referral for the BBC television series "Speak for Yourself", aimed at members of ethnic minority communities. Then, as the year progressed, BSS found an increasing proportion of its time taken up with planning for the next major campaign to be launched by the BBC in January 1982, "Computer Literacy". In each of these instances BSS was seen to be playing a major role *throughout* the United Kingdom, NETWORK either not being involved at all or engaging in only minor activities on the sideline.

May 1981 saw an interesting reversal of this relationship, however, when NETWORK was invited by the MSC and the BBC to provide UK-wide referral and mailing services for the annual Action Special series for school leavers, on the BBC Radio 1 Dave Lee Travis "Breakfast Show" – an arrangement repeated in future years. Leslie Morphy at BSS and Kathleen Grieve at NETWORK continued to operate amicably alongside each other, despite the changed relationship.

Meanwhile, by 1981 NETWORK had become far more closely intertwined with the Scottish Adult Basic Education Unit and with the SIAE than it had ever been with ALSSF. In June, 1981 the new constitution adopted for NETWORK provided a framework within which both the SIAE and SABEU could nominate representatives to the Management Steering Committee which was to oversee NETWORK affairs under the general aegis of the Council of the SIAE.

However, even before the print was dry, the Scottish Office had indicated that it intended to establish a new Scottish Community Education Council from April 1982; that in due course SABEU would probably become attached to the Council and separated from the SIAE; and that the future of NETWORK and its relationship to other bodies would need to be reviewed yet again. The new NETWORK constitution was hastily labelled an "Interim Constitution"; and the new Chairman of NETWORK, Elliot Hill of Strathclyde Region, knew from the outset that his task would be gently to disengage NETWORK from the SIAE itself.

In the meantime the main agenda over the next few months was health. NETWORK became involved in major servicing arrangements for "Play it Safe", a BBC television series on safety in the home, "So You Want to Stop Smoking" and a number of other programmes on STV and Radio Scotland concerned with health-related issues. Mailing arrangements for the two former series were on a scale not previously experienced by NETWORK, and prompted the early introduction of volume mailing arrangements. Very large projects of this sort (25,000 "Stop

Smoking" packs were sent out in the first few weeks of 1982) could only be handled with the assistance of casual labour. A few of the original team of adult literacy volunteers were still available and helped out with work of this kind, though now on a paid basis. But as time went on Kathleen Grieve also built up a panel of names of unemployed people who were willing to come in on a casual basis as required. Most of these had come to her attention when interviewing applicants for temporary employment posts with NETWORK under the Community Enterprise Programme (CEP).

In the latter part of 1981 it had become apparent that the quantity of information to be researched and collated for the new magazine-type programmes now being serviced by NETWORK would require additional temporary help. Two particular assignments were thought likely to require special servicing in the early stages: the "Jimmy Mack Show" on BBC Radio Scotland and the agreement to provide periodic telephone referral and back-up services for the new "Community Desk" short feature introduced into the "Ken Bruce Show" (BBC Radio Scotland) and broadcast live from a specially installed studio in Edinburgh at the SCEC (Scottish Community Education Centre). At this stage, therefore, further assistance was requested from the MSC, in the form of two appointments under the CEP scheme. In January 1982 Isabel Smith and Michael Symington commenced employment with NETWORK for 12 months as Information Assistants. By the end of this period staff at NETWORK were able to make use of a number of well-organised information banks and card file systems – and had also begun to find their working space limited by the colossal stocks of print information materials now carried by NETWORK on a permanent basis.

Meanwhile, Community Desk had generated only a very small trickle of enquiries on the wide variety of community topics and activities highlighted week by week. The one exception was a programme on 'Open Learning' and Home Study, when a brief two-minute mention generated 100 calls. The same phenomenon was found to be true of "The Jimmy Mack Show". With financial support for back-up services being provided by the Scottish Health Education Group, the majority of items dealt with during the programmes were health-related topics, and generated an average of about 70 enquiries to NETWORK from an individual programme slot (though ranging from 2-230 enquiries). However, when education topics were occasionally featured on the programme, the responses – and in the first instance this was quite unexpected – were many times higher than the average.

The first of these was masterminded by Josephine Moseley in May 1981 when general educational opportunities for adults were featured, and listeners invited to contact NETWORK for an information sheet and free pack. 500 packs were requested. In February 1982, when the topic was open learning and home study about 400 requests for a Guide were received. In April 1982 when second chance education for women was discussed approximately 450 handbooks were asked for. These are substantial response figures – from a relatively brief mention within a weekday morning radio programme. They would certainly seem to justify the concern of NETWORK and of the SIAE at the absence of any recognised framework for the provision of information and advice services about education and training for adults in Scotland.

The May 1981 feature on educational opportunities for adults "The Jimmy Mack Show" had been launched under the banner "Fresh Start". For NETWORK this was intended to be the start of a sustained effort at promoting information about adult

education opportunities, using the specially prepared "Fresh Start"pack and the SIAE "Handbook of Adult Education in Scotland" as back-up material. The general information sheet used in the pack was intended for repeated use over a period of time and, amongst other things, was used for the subsequent BBC Television series "Never Too Late..."

Optimistic that the NETWORK Educational Information Service had now truly reached take-off point, publicity in the new NETWORK brochure ran as follows:

EDUCATIONAL INFORMATION SERVICE

NETWORK answers telephone enquiries about Education and Training for Adults;
NETWORK provides free print information about a wide variety of Education and Training opportunities;
NETWORK welcomes postal requests for information and advice;
NETWORK will either provide the information needed or refer enquirers to a relevant agency;
NETWORK helps to promote Home Study and 'Open Learning' opportunities;
NETWORK services are provided for those who
- Regret that they left school too soon
- Want a Second Chance to Learn
- Need help with Writing, Reading, Spelling or Arithmetic
- Feel ready to tackle '0' Grades, Highers or Degree (and equivalent) courses
- Need Qualifications or Training to improve their job prospects
- Are looking for new interests and activities
- Require information about Residential Education for Adults.

At this point Josephine Moseley announced her imminent resignation from NETWORK to start a family, and finances were such that it was impossible to re-fill the post. Without an Educational Information Officer any further publicity for the service was halted for the time being and only specific one-off projects were occasionally promoted. Indeed, much of the educational enquiry work was now handled by Anne Docherty, the Assistant Director of the Scottish Adult Basic Education Unit – housed in the office immediately adjacent to Kathleen Grieve's.

Meanwhile, the renewed connection with Strathclyde Region, via Elliot Hill, was of benefit. Earlier plans for a comprehensive computerised educational information service in the Region had not been implemented, partly because of internal decisions concerning the deployment of new technology. However, Jack Powell, one of the officers originally appointed to deal with the early planning of the proposed Regional service, was interested in gaining experience of answering miscellaneous enquiries and of organising database material. Elliot Hill, from June 1981 Chairman of the NETWORK Steering Committee, therefore arranged for Jack Powell to be seconded part-time for short intervals to work with NETWORK staff. In the two years following, using the new microcomputer facility recently acquired by NETWORK, he made an extremely valuable contribution in compiling the annual "Directory of Open Learning Opportunities in Scotland" (SCET, 1981-), a publication promoted under the auspices of the Open Learning Project of the Scottish Council for Educational Technology.

The story of how NETWORK acquired its microcomputer facilities is an other example of Scottish networking. One of the items discussed at the first meeting of the Advisory Committee for the old Scottish Telephone Referral Service in 1979 had been the question of computerised information systems. Following this meeting, as agreed, an approach was made to the Scottish Education Department enquiring about the availability of funds. This was, of course, the time during which the DES and the SED were setting up national servicing agencies to promote the use of computers within schools – via the Microelectronics Education Programme and the Scottish Microelectronics Development Programme (SMDP). Initially it was hoped that a small amount of money from the SMDP budget might be allocated to promote computer usage within adult and community education. This failing, SED money earmarked for community education development grants, to be allocated on the advice of the Scottish Council for Community Education (SCCE), was identified as a possible source of funding, and proposals were subsequently agreed by SCCE for the setting up of a Scottish Community Education Microelectronics Project (SCEMP).

Graham Wilson HMI, chairman of the latter, elucidates how this came about:

> The search for funds to help bring micro-computing to the information storage side of STRS work was one of the main issues taken into account in drawing up the SCEMP proposal. The original approach via SCCE for funds for the establishment of SCEMP asked for two projects to be considered – one of which was support for STRS. Subsequently the proposal was expanded to include other activities, but support for the Scottish Telephone Referral Service was always a part of SCEMP's concern. Through SCEMP (established in early 1981) the STRS was able to train staff, explore possibilities and eventually, at the end of the first phase of the SCEMP exercise, move on to obtain its own equipment to continue the work and to develop new areas.

As luck would have it, one of the new secretaries recently employed by NETWORK, Helen Martin, had an interest in working with microcomputers, was willing to undergo special training and turned out to have an aptitude for these things. It was Helen, therefore, who undertook much of the early work in experimenting with information databases created to service specific types of enquiries received by the educational information service, including courses on computing and residential adult education courses in Scotland. However, history was to repeat itself. Just as Josephine Moseley had resigned earlier, after setting up the framework for the educational information service, so now Helen Martin announced her imminent departure to emigrate to Australia. During the same period John Keil, SRSN Project Liaison Officer, also announced plans for departure abroad. One of his former colleagues, Isabel Smith, who had originally been employed in a temporary CEP post, stepped in to take his place.

Still a small organisation in 1982, with scarcely half a dozen staff on its books, NETWORK was vulnerable to staff departures of this sort. Its ability to maintain vital services was not seriously threatened. It was obvious to those responsible for the management of NETWORK, however, that the organisation was too dependent on short-term project-funded arrangements and relied heavily on assistance from SIAE staff, particularly the Director and Finance Officer, and the staff of the Scottish Adult

Basic Education Unit, which now occupied a room in the same suite of offices at Dowanhill.

As Chairman and as an experienced administrator, Elliot Hill's main concern was to consolidate the financial basis of the operation. On assuming the chairmanship after the adoption of the Interim Constitution in 1981, he inherited a sizeable deficit from the previous year and a likely additional deficit in 1981/82. On top of that, 50% NETWORK staff were funded from temporary project budgets, only a small proportion of the grants for core funding could be relied on beyond the short term, and income from contracted services was based on year-by-year arrangements rather than derived from longer-term contracts. However, whilst the necessity of obtaining pump-priming funds to promote developing services remained, the search for new sources of project funding seemed unavoidable. Hence the submission of project proposals to the British Library Research and Development Department, the Open Tech, the Scottish Office and the Urban Renewal Unit, among others. Beyond these, however, was a firm determination to eliminate the accumulated deficits, to negotiate more secure long-term contractual arrangements with sponsors and broadcasting organisations, and to seek a new constitutional framework for NETWORK which would reflect the pattern of responsibility for core funding. Whereas Vernon Smith, as Director of SIAE, was always somewhat ambivalent about plans for disengaging NETWORK from the parent Institute, Elliot Hill was clear that a freestanding consortium was likely to prove the most appropriate arrangement for the future.

Elliot Hill's death, at the age of 39, following a heart attack in January 1983, came as a terrible shock to the educational world in Scotland. Within NETWORK, however, even in so short a time, he had already seen much achieved. The budget was balanced. The financial position of NETWORK had been significantly enhanced by the signing of a contract for the supply of referral, mailing, sales and other back-up services in Scotland to Channel 4. The proposal to establish NETWORK on a consortium basis had been approved in principle by representatives from the majority of interested organisations, at a consultative meeting under his chairmanship only a few days before he died. Perhaps his one disappointment might have been in the slow progress made in developing systematic links between NETWORK and Regional Council services in the west of Scotland – though there had already been one or two useful developments on this front. Elliot Hill had been a good friend of the SIAE and the Scottish Adult Basic Education Unit, as well as of NETWORK, and was to be sorely missed.

Although the arrival of Channel 4 on the Adult Education broadcasting scene in 1982 was a matter of considerable significance for NETWORK, other major developments had been occurring in the Independent Broadcasting world during the immediately preceding period. At this stage NETWORK had little direct involvement with independent local radio, though it had noted with interest the variety of new arrangements for the promotion of social action broadcasting on new and old stations. These were serviced by local project staff – often funded by the MSC – working under the auspices of an innovative local authority (such as Tayside), or Community Service Volunteers (such as Clyde Action), or under other local community arrangements. At the same time NETWORK also maintained contact with general UK developments in this field, by way of the Media Project at

the Volunteer Centre in Berkhamsted, a national servicing centre for social action broadcasting supported both by the BBC and the IBA.

Perhaps more important from the NETWORK perpsective were developments in independent television arrangements for the promotion and support of adult education broadcasting. Before 1980 the federal ITV system had virtually no liaison officers in the field comparable with the BBC team of Continuing Education Officers, and no central machinery specifically concerned with co-ordinating publicity or support services. However, during Lady Plowden's time as Chairman of the Independent Broadcasting Authority, and during the run-up to the review of ITV Company franchises at the beginning of the 1980s, ambitious new plans were laid. These included the creation of a field force of adult education liaison staff, the mounting of major support activities linked to broadcast programmes and the establishment of a co-ordinating committee and central IBA unit to deal with strategic decision-making, external funding arrangements, publicity, and so on. This new operational framework was to encompass the adult education activities of all fifteen independent television companies and also the new Channel 4 Company.

In Scotland STV made an early appointment of their Community and Continuing Education Officer (CCEO) and Grampian Television introduced new interim staffing arrangements to cover their own post shortly afterwards. But at the centre the co-ordinating mechanisms in the system were delayed.

NETWORK had hoped to establish appropriate working relationships with the new IBA central support unit as well as with the CCEOs of the Scottish Companies. While central arrangements remained uncertain, however, the Company-based CCEOs began to develop activities within their own areas. Elizabeth Stephen at STV and Marion Hepworth at Grampian Television established working relationships with NETWORK as well as with colleagues elsewhere in their federal system.

The need for Scottish solidarity was illustrated within ITV by problems arising in connection with the YTV series, "That's the Way". Here substantive differences in law and procedures between England and Scotland, and significant differences in approach between the National Association of Citizens' Advice Bureaux (NACAB) and its Scottish counterpart (SACAB), highlighted the need for special Scottish circumstances to receive more adequate attention in networked series dealing with aspects of different national systems.

In the meantime Channel 4 had launched its own independent arrangements for educational and community liaison, providing its new Educational Liaison Officer, Derek Jones, with a daunting brief to establish links and promote back-up activities throughout the United Kingdom. In these circumstances Channel 4 was only too happy to negotiate a contract with NETWORK covering a wide variety of servicing arrangements in Scotland. By this means, in association with Company CCEOs, Channel 4 was also assured that it would receive adequate information and, where necessary, early warning about special Scottish requirements in a UK network broadcasting context, there being no regional opt-out arrangements on Channel 4.

Few Channel 4 projects required onward telephone referral arrangements. The majority involved mailing of print material to enquirers, utilising a standard P.O. Box number arrangement introduced to cover England and Wales, Northern Ireland and Scotland. In addition, NETWORK was asked to operate as Scottish sales agent for priced publications offered as back-up material linked to a number of Channel 4

programmes, thereby systematising arrangements only used on an occasional basis in the past when selling SABEU and SIAE publications.

Since virtually all other Channel 4 educational programmes were accompanied by print support material of one sort or another, both Broadcasting Support Services (formerly ALSSF) and NETWORK now also found themselves more heavily involved than previously in producing and publishing booklets, information brochures, follow-up notes and other print items. Here it is important to understand the volume of activity. Channel 4 is *required* to broadcast 7 hours of adult education broadcasting per week, and actually transmits more than that much of the time. This compares with 2-3 hours per week on ITV. Thus, although audience sizes may be far more modest than those of ITV and BBC1, Channel 4 puts out a very large number of different educational and serious educative programmes requiring to be serviced. An examination of the programme lists in Appendix 1 reveals that the number of Channel 4 series serviced by NETWORK during the new Channel's first year (1983) was roughly equal to the *total* number of series on all three of the other channels serviced by the Scottish Telephone Referral Service between 1975 and 1981!

Clearly there was no chance of NETWORK coping with this extra volume of work without employing additional staff. Unfortunately, however, in the latter part of 1982 decisions about the future reorganisation of NETWORK had reached a crucial stage, where it would have been most unwise to make changes in permanent staff arrangements which might need to be reversed only a little while later. Therefore, with the agreement of the Scottish Adult Basic Education Unit – itself about to be reorganised and joined to the new Scottish Community Education Council – the services of Anne Docherty, SABEU Assistant Director, were loaned to NETWORK for a temporary period. She was thus able to assume responsibility for Channel 4 activities. Ann McTaggart, a recent CEP appointment replacing Isobel Smith when the latter became SRSN project Liaison Officer, was also assigned to Channel 4 projects. In addition, the services of Allister Gourlay, SABEU Graphics Officer, were called upon from time to time.

Into this situation came Alex Inglis, Principal of Telford College, stepping in as NETWORK Chairman to take the place of Elliot Hill. With strains in all directions and goodwill stretched as far as it would go – if not farther – his task was no easy one. The ITV Companies and the IBA felt some unease at the way in which Channel 4 had gone ahead with its own independent arrangements before the new co-ordinated mechanisms for independent broadcasting had been fully introduced. The BBC began to wonder whether they would continue to get as good a deal from NETWORK as in pre-Channel 4 days. The SIAE, SABEU and NETWORK, previously operating on an integrated basis, now with the prospect of imminent disentanglement ahead of them, had each to consider their own individual interests. Yet in this world of growing tension and potential friction Alex Inglis was just the person needed. Principal of a large College of Further Education, he already had intimate knowledge of the people and activities of the Scottish Institute of Adult Education, including both SABEU, of which he had been Vice Chairman, and NETWORK. A good Chairman, like Elliot Hill, he was also well-liked by those who had dealings with him.

The immediate tasks ahead in 1983 were to secure the formal agreement of the SIAE to the setting up of NETWORK as an independent consortium, to press ahead with external negotiations aimed at winning widespread support for the

consortium, and to provide NETWORK with its own Director at the earliest possible opportunity. Faced with the job of reviewing the Institute's own structure and priorities once SABEU and NETWORK were detached from it, Vernon Smith, the SIAE Director, had indicated that he would be unable to continue acting as part-time Director and Secretary of NETWORK for very much longer and urged that the new appointment of a full-time Director be advertised earlier rather than later.

Whilst Kathleen Grieve, Anne Docherty and supporting staff continued to manage the day-to-day activities of their ever-growing enterprise, discussions with the BBC in London, with BBC Scotland, with the IBA, with Channel 4 and the Companies, with the MSC and the SHEG, with the Directors of the Scottish Community Education Council and the Scottish Council for Educational Technology, and with officer bearers of the SIAE, all indicated a solid basis of support for establishing NETWORK as an independent company. By the middle of the year the new Director's post had been advertised. Before the end of the summer the post was filled and the whole operation was in process of being re-shaped for the future, with Anne Docherty confirmed in the new post of Depute Director, Educational Services.

Michael Russell, the new Director, came with a proven track record in project management, fundraising, publicity and public relations, bringing with him also a wide range of useful contacts in broadcasting and film made during his time as Secretary General of the Association for Film and Television in the Celtic Countries. He was told that the legal and financial framework for the new consortium needed to be introduced by April 1984, that continued diversification would need to be matched by further fundraising and longer-term financial consolidation – and that Vernon Smith would be leaving Scotland within a few weeks. Into the following months had to be fitted sensitive and detailed negotiations with the potential sponsors of the consortium and with other organisations likely to be associated with the proposed new company, legal drafting, deployment of new staff, further computerisation of services and the endless process of financial juggling.

When the time came for production of the new NETWORK brochure the following services were advertised for the broadcaster:

Provision of a complete radio or television back up service, including

- research, design and production of support literature
- acquisition of support literature
- telephone and mail enquiry service for programme literature or other information
- programme consultancy
- provision of an extensive databank on health, education and social action, and contacts with professional and voluntary groups in Scotland
- general and specialist mailing lists
- pre-programme promotion, publicity and community activity
- post-programme reporting.

On 24 April 1984 NETWORK SCOTLAND LTD was registered as a Company. The Scottish Telephone Referral Service had come a long way from the old janitor's flat in Woodside Terrace Lane where Kathleen Grieve kept solitary vigil.

Chapter Seven
Collaboration

The operations of NETWORK have provided a meeting point for representatives from very different worlds: broadcasters, educators, and representatives from public services in both the statutory and voluntary sectors. NETWORK essentially plays a brokerage role, providing a clearinghouse for information and educational material and offering a neutral umbrella for the promotion of collaborative activities. This chapter will seek answers to three different sorts of questions:

(i) What was the significance of the development of NETWORK for the wider world of adult and community education in Scotland and for the Scottish Institute of Adult Education as host agency?

(ii) What relevant broadcast-related issues have been highlighted by the NETWORK experience?

(iii) What seems to have been responsible for the survival of the Scottish Telephone Referral Service beyond the initial 3-year BBC adult literacy project and its successful development in the longer-term future?

NETWORK and Education

Although the Alexander Report (SED 1975) had exhorted Scottish providers of adult education to give higher priority to the educationally disadvantaged, the reorganisation of Scottish local authorities during the year in which the BBC adult literacy project was launched undoubtedly hampered any major effort to move quickly in new directions. However, there were also other problems, as the following personal account from John Taylor (SIAE Executive Officer in 1975) suggests:

> Quite honestly neither I nor anybody else in Scotland had any idea about the likely response (from adult literacy enquirers) before October 12, 1975. We really only had some sketchy English evidence to go on. I paraded this around Scotland for some months, to find that most senior educationalists and policy makers did not see its relevance to Scotland. The historic excellence of the Scottish secondary school system could not permit any adult illiteracy, except for mentally handicapped adults!
>
> For a time I got close to believing this myself. One of the most exciting moments of my life was the evening of Sunday 12 October 1975 in the Trinity College when all 3 telephones rang as soon as the first 'On the Move' programme ended. They went on ringing for over 2 hours. I took my turn in answering those calls that night and I knew then that the adult literacy campaign had as much to tackle in Scotland as anywhere else in the UK. It was splendid to know that all the work of the preceding months was now going to be worthwhile; but it was especially daunting to sense the size and range of the personal problems that would now be revealed. This was especially so since I was very doubtful if the Scottish adult education world was geared up to handle the demand being released.
>
> Thank goodness the initial response was big enough to justify the campaign and to make the education authorities sit up and take notice.

The development of adult literacy provision, and subsequently of wider

programmes of adult basic education, was to generate a major new thrust towards responsive learner-oriented education within the world of the Scottish local authority education service. And in this development the Scottish Telephone Referral Service, as the main mechanism through which demand was channelled in many areas of Scotland, undoubtedly played a vital role. On average 70% of all adult literacy referrals in Scotland throughout the duration of the BBC project came by way of the Telephone Service, rather than through local recruitment, a very different situation from that south of the border; there was an even higher percentage than this in the densely-populated urban areas of the west of Scotland. The personalised approach adopted by Kathleen Grieve and her team of volunteers – including the follow-up of referrals going astray – offered a service of real value to enquirers and adult literacy organisers alike. "The telephone referral service was critical in the early days for channelling demand and getting adult educators to respond" (John Taylor).

As far as the SIAE was concerned, the new responsibility for administration or agencies concerned with adult literacy and with broadcasting (SCALA and the STRS) opened up a whole new range of concerns outwith the scope of traditional liberal adult education, which had previously been the main focus of the Institute. To its credit the Institute then used these new administrative responsibilities to develop an active promotional role in relation to adult education broadcasting, educational information and advice services for adults, and education for disadvantaged groups.

The Institute's role in organising a Scottish conference during 1980, under the title "Broadcasting, Education and the Community", has been referred to in Chapter Five above. Money for the production of conference papers, and for publication of the final conference report was provided by the Scottish Council for Community Education (SCCE). In parallel with the SIAE the SCCE put a considerable amount of effort into promoting the more effective use of adult education broadcasting and raising general awareness of broadcasting issues in the world of adult and community education. A special "Communications Group" of the SCCE, under the energetic chairmanship of James Boyle (BBC Continuing Education Officer), took particular responsibility for this area of work and was instrumental in helping to obtain continuing financial support for both the SRSN local referral project attached to the Telephone Referral Service in 1980 and the Scottish Community Education Microelectronics Project (SCEMP).

From 1980 onwards the Scottish Adult Basic Education Unit (attached to the SIAE) was another agency actively involved in the adult education broadcasting scene. As it was heir to the adult literacy broadcasting campaign in Scotland this development was perhaps not surprising. However, SABEU activity in this field was substantially enhanced by the fact that both its Chairman, Geoffrey Drought of Tayside Region, and its Director, Pablo Foster, each had a personal interest in broadcasting and a firm commitment to the development of collaborative activities between educational providers and broadcasting agencies at both local and national level (cf. Foster 1981).

In its later years, therefore, NETWORK found itself operating in an educational milieu where, compared with the pre-adult literacy situation in 1974/75, there was not only a relatively high level of awareness of the important contribution of broadcasting, but also a commitment on the part of the relevant national bodies to promote effective co-operation between the two sectors – a responsibility only previously exercised by the Scottish Council for Educational Technology. In contrast,

the question of educational information and advice services for adults – in spite of the specific recommendation on this point in the final report of the Scottish Adult Literacy Agency to the Secretary of State, and in spite of the pioneering efforts of NETWORK in this field – appears to have received far less serious consideration in Scotland. Fate has certainly played a hand in this circumstance, as may be seen in the unfortunate plight of the Strathclyde Region proposals for a comprehensive adult education information service supported by on-line access to a computerized database. Following their unveiling in 1979/80, little practical progress has been made in their implementation, apparently as a consequence of procedural problems and internal disagreements. On a wider scale, however, apart from individual localised initiatives launched on a do-it-yourself basis, most Scottish education authorities have been slow in introducing well thought out schemes, or in showing any other signs that might indicate their concern to see early developments in this field.

The situation is far more positive when it comes to wider aspects of community information. Supported by the broadcasters, the Scottish Health Education Group, SABEU and the MSC, the expansion of NETWORK into the general field of health, welfare, community and consumer information has been paralleled by developments in local authority departments, in public libraries, in the community education service and particularly in the YES (Youth Enquiry Service) movement inspired by the Scottish Community Education Centre. The development of links between NETWORK and information centres in the west of Scotland was one of the useful aspects of the SRSN project funded by the MSC and the Scottish Community Education Council. So too was the opening of discussions with public libraries about their potential role in forming a systematic network of local referral points linked to NETWORK at national level.

Most of these new developments on the adult and community education scene in Scotland are essentially collaborative in approach, involve the kinds of customer-oriented philosophy that has characterised the operations of NETWORK since its inception, and recognise the "up-front" role that can be played so effectively by broadcasting. In the education and training world a new banner has unfurled in recent years – a banner carrying the inscription "Open Learning".

"'Open Learning' is a term used to describe courses flexibly designed to meet individual circumstances which may prevent you attending more traditional courses. Broadly speaking you should be able to study what you want, where you want, when you want, at a speed suitable to yourself without the necessity to join a group of a specific size" (SCET, 1984).

As can be seen, the aims and approaches of open learning match closely with those espoused by NETWORK and its supporting agencies; and over the years there has been a substantial amount of informal co-operation with those involved in the SCET Open Learning Project. Adult literacy and NETWORK have already made an important contribution to the development of open learning in Scotland. The potential scope for the future is perhaps even greater.

NETWORK and Broadcasting

Educators and broadcasters make their living in very different worlds. In the United Kingdom, however, broadcasting has a statutory obligation to educate and to inform, as well as to entertain. Within the world of broadcasting a great many

issues are argued between educational departments and other departments, between programme producers and channel controllers, between production staff and liaison staff, between television and radio, between one channel and another. Here we shall confine our attention to those particular issues which directly affect the general public or the educational world and which have been of relevance to the operations of NETWORK.

Although the expanding activities of NETWORK are proof of the fact that "add-on" support services linked to broadcasting are on the increase, there is a continuing debate as to whether or not broadcasting should be encumbered by the complications and constraints associated with off-screen activities. At the 1980 SIAE Conference on "Broadcasting, Education and the Community" Ross Wilson of STV argued strongly against what was then only the beginnings of a modest trend, maintaining that "...TV is a mass medium and the overwhelmingly important educational use lies simply in watching the programmes themselves" (Bourne, 1980).

However, the recent policy adopted by virtually all the main broadcasting agencies has been to increase the scope of programme-linked back-up services and off-air activities – Channel 4 having perhaps gone further in this direction than most. And undoubtedly much of this activity provides good publicity for the broadcasters concerned, especially where print material is put into the hands of interested viewers or listeners. Educational and community organisations, including NETWORK, are helping broadcasters to make a success of their marketing efforts.

On the education side the perspective is, of course, reversed. Whilst few nowadays would insist that broadcasting should merely function as the handmaiden of education, many would certainly take the view that broadcasting has a responsibility to help promote matters of important concern on the adult education agenda. Indeed the adult literacy project illustrated how successfully broadcasting could act as the marketing arm for adult education. There can be, therefore, a mutuality of interest between broadcasting and adult education. And NETWORK as an organisation has been able to grow so successfully during the 1980s because on the one hand it appears to help promote the marketing activities of both sectors, and on the other it is so clearly meeting the needs for information and assistance of a very large number of ordinary people.

Occasionally, however, there have been problems. In one or two instances, where broadcasters have deliberately planned to stimulate a substantial response from the public, organisations in the education world have, somewhat perversely, maybe, complained that broadcasting agencies have taken this role upon themselves. The adult numeracy example quoted in Chapter Four above was a case in point. In this instance, as with adult literacy, the worry was that the demand for tuition might be too great for some Scottish local authorities to cope with.

Conversely, with a series like "Speak for Yourself", which encouraged non-English speakers to call at their local library for copies of information leaflets in their own language, public libraries were disappointed at the small size of the response compared with the considerable effort invested in their preparative work. Unrealistic expectations are the enemy of co-operation between broadcasters and other agencies. At an early stage, therefore, those responsible for NETWORK operations recognised the importance of involving all parties concerned in the early stages of

forward planning for a broadcasting project involving linked referral and support services.

A further source of annoyance to co-operating bodies is the failure to deliver stocks of print material on time for the start of a broadcast series. In fact there is nothing so effectively guaranteed to destroy all enthusiasm for future co-operation – though this is something most programme producers and broadcasting liaison officers hardly need to be told.

Perhaps some problems can never be entirely eliminated. One of the recurrent complaints of local authority administrators relates to the fundamental difference between broadcasting initiatives and the management of public services. The complaint runs something like this: "It's all very well for you people in broadcasting to come forward with a succession of bright ideas, rarely the same two years running; but it's we who are always left holding the baby. Our services must cope with whatever demand is thrown up, and these services have to be funded and maintained year in, year out".

Perfect harmonisation of interests and objectives is unlikely to be possible. But with broadcasters now putting greater emphasis on consultation and forward planning NETWORK comes across such complaints much less frequently than was previously the case.

Indeed, the very existence of NETWORK, in contact as it is with a multiplicity of organisations in Scotland, helps to provide broadcasters with useful links and opportunities for feedback which can help eliminate potential causes of friction. In more recent years NETWORK has been able to provide further positive assistance, in providing or discovering appropriate information and materials which help to reduce the burden of "research" for programme producers and their staffs. And here the neutrality of the umbrella provided by NETWORK can help to minimise duplication of effort between different broadcasting organisations making use of its services: information on heart disease from the Scottish Health Education Group is likely to be equally useful to viewers of ITV, Channel 4 or the BBC.

The Secret of Success

NETWORK has developed into the successful and thriving enterprise it now is because people and events have conspired to make it so.

It is easy to identify the direct instrumental influences which brought the Adult Literacy Scottish Telephone Referral Service into existence and sustained it through the first three years. Those responsible for the planning of the BBC adult literacy project required a referral service in Scotland to ensure that their programmes received an adequate response from Scottish viewers and to ward off potential criticism from the national regions. The Scottish Institute of Adult Education, on the other hand, with a new Executive Officer, was looking to develop in new directions in 1974/75. It could therefore hardly do other than respond positively to promptings from both the Scottish Education Department and the BBC encouraging the Institute to take on administrative and research responsibilities relating to adult literacy.

The success of the national adult literacy initiative then guaranteed the rest. Money for referral services was promised by the Ford Foundation for three years. Money from central government to support local tutorial provision was eventually guaranteed for a similar period. Publicity for the project was guaranteed by the successful nature of "On the Move" itself and was multiplied throughout the press

and media. Collaboration on a grand scale, involving broadcasting, central government, local authorities, voluntary bodies and the press, produced success on a grand scale – producing in its turn further willing co-operative effort. Massive voluntary help, of a kind not previously experienced in the world of education, was mobilised in consequence of such effort. The adult literacy campaign was a model of its kind. No adult education or broadcasting campaign before or since has aroused quite so much interest or imagination, or provided its beneficiaries with such a personalised follow-up service.

This resounding success was sufficient, at the end of the first three years, to guarantee a continuing life for local adult literacy schemes and also for the central units in England and Scotland – currently ALBSU and SABEU – set up to provide funding and development services. The Telephone Referral Services, however, had served their purpose once the 3-year BBC project came to an end in Autumn 1978. It would need other forces to secure their survival, though for a while they might survive on the strength of the good *idea* which they represented. Indeed, the adult literacy campaign had proved that referral and support services linked to broadcasting could be very successful: surely the *idea* and the mechanism could be used in other projects – perhaps many other projects? Yet in 1978 and 1979 few such projects were actually being launched.

In Scotland at least, however, other influences were at work. Kathleen Grieve and Kathleen Grieve's Scottish Telephone Referral Service were known personally to a number of key individuals who were not only persuaded of the importance of the *idea*; they believed that Kathleen Grieve could and should develop it further, particularly in the wider field of educational information; and they each felt a sense of personal responsibility for securing the future of the Service. From the end of the BBC adult literacy project the Scottish Telephone Referral Service was a vehicle for other people's plans and ambitions. Survival was therefore likely to depend on the soundness of those plans, on the tactical skills of those seeking to advance them, and on the measure of wider support which they might be able to enlist for them. And here the small size of a country like Scotland made it far easier to canvass support and make appropriate contacts where it mattered, than would be possible on a larger scale.

One of the people concerned was the Director of the Scottish Adult Literacy Agency, Ethel Gray. It was her case for the future of the Telephone Referral Service that was embodied in a recommendation to the Secretary of State for Scotland submitted over the signature of George Foulkes, the Education Convener of the Scottish Convention of Local Authorities. Her second main initiative at this stage was to bring together broadcasters and representatives of Scottish local authorities and adult education bodies to discuss future arrangements for referral and broadcast-linked projects, in March 1979.

The other key individuals mentioned above were colleagues of Ethel Gray in various capacities. Graham Wilson HMI was SED assessor to the Scottish Adult Literacy Agency and the SIAE. Vernon Smith was Director of the SIAE (from 1978) and Secretary of SCALA. Pablo Foster was Ethel Gray's successor, becoming Director of the Scottish Adult Basic Education Unit in 1980. All four had an admiration for Kathleen Grieve, a degree of mutual respect for each other and a recognition of each other's very different contributions in this situation.

In no sense, however, did they work together as a co-ordinating group; their

efforts were generally pursued individually or in pairs – and their ambitions for the Telephone Referral Service may have been quite different at various stages. As an HMI Graham Wilson tended to work quietly behind the scenes, and he was familiar with the world of educational broadcasting (being a member of both the BBC Continuing Education Advisory Council and the IBA Education Advisory Council) and was listened to attentively when he spoke in public or gave advice in private. As a former Principal of a College of Education, Ethel Gray was well known in broadcasting, education and Scottish Office circles, and had a great many useful contacts. From 1979/80 Vernon Smith and Pablo Foster were the two "up-front" operators, as Directors of their respective linked organisations, developing a close working relationship with each other during three years in which they shared the same desk and the same support staff in a garret-like office in Edinburgh. Vernon Smith was an administrator, carrying responsibility for the funding and management of the Telphone Referral Service and its parent Institute. Pablo Foster was an ideas man, a travelling emissary for adult basic education throughout Scotland, and someone committed to its promotion through broadcasting and the mass media.

There were, of course, also many other "supporters" of NETWORK, whose contributions to the successful development of the organisation were important. Over several years the Scottish Institute of Adult Education, SABEU and NETWORK received assistance from a number of senior local authority officials and representatives, either nominated by the Convention of Scottish Local Authorities or through the SIAE and SABEU governing structures. George Bain and Elliot Hill of Strathclyde Region have already been mentioned, as has Geoffrey Drought of Tayside Region. John Sellars of Lothian Region was another of these; so too was Councillor Patrick Trainer of Strathclyde, an elected representative and COSLA nominee. Through people such as these NETWORK received practical help from local government and was seen to have the support of local authorities in Scotland.

Support from the Scottish Education Department was equally crucial. The positive SED response to the SCALA report recommendation – in channelling funds to the Telephone Referral Service by way of the Department grant to SABEU – gave public confirmation of central government support for the development of a Scottish Referral Service. Though constrained by the general restrictions on new public expenditure, the SED then found a number of other ways of providing additional financial support through direct or indirect routes. Fifty percent of the SRSN project money came from the Department (by way of SCCE/SCEC); money for the SCEMP project (supplying NETWORK with computer facilities) came from the same source; and various kinds of assistance, including help with removal and resettlement expenses, were provided by SED in connection with the NETWORK move into SCET premises at Dowanhill in 1981. The broadcasting organisations were therefore able to feel that NETWORK was an organisation with some kind of official blessing.

From 1980 onwards, however, one of the most important things was that NETWORK began to attract financial support and goodwill from *other* national agencies associated, even if only indirectly, with central government. This was important for a number of reasons. NETWORK desperately needed money, both core funding to assist development, and income from provision of bread-and-butte services supplied on a contractual basis. NETWORK was committed to operating a a neutral service on a collaborative basis and could not afford to become dominate by a single patron. Neither could NETWORK, an organisation involved in servicing

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broadcasting, appear to be directly beholden to central government. The fact, therefore, that the MSC, SHEG, SCEC, SABEU and SCET operated as agencies relatively independent of government was important.

Thereafter it became clear that the promise of longer term security for NETWORK was most likely to be fulfilled within a framework of collaboration. Once these various new supporters had been wooed – first in order to survive, then to help build secure foundations for future development – the launching of the new consortium arrangement in April 1984 placed NETWORK firmly in the hands of those agencies whose common interests it had already been serving for some while past.

The management style associated with NETWORK was, as we have seen, one of "creative opportunism." It could not be claimed that the range of work undertaken and the pattern of development which emerged over the years reflected priorities systematically worked out within the organisation. Rather, the organisation responded to the needs of broadcasters, of sponsors and of funding agencies, wherever circumstances indicated that the contractual arrangements negotiated were likely to be in harmony with the *general* consumer-responsive philosophy which it was in business to promote.

It was the vitality of this philosophy that both helped to safeguard the quality of the service offered to the general public, and also ensured that an essential element of coherence continued to run through a much diversified range of activities. Individual attention for the enquirer characterised the style of original work in adult literacy and basic education. Concern for those disadvantaged socially, or disadvantaged in health, or disadvantaged in the sphere of employment, characterised many of the later projects subsequently serviced by NETWORK. A focus on individual learners and on flexibility of provision to meet their specific needs characterised the emerging world of open learning. To all of these, and to the many other activities of NETWORK, Kathleen Grieve brought not only her philosophy, but a quality of caring compassion which has imbued the organisation throughout – winning the respect of those bodies whose business it handles and the thanks of enquirers whose needs for information and assistance it has helped to satisfy.

Alas, there are still many people who have difficulty with reading and writing. Probably only a small minority of those in need have so far been helped. But the thousands of enquirers now contacting NETWORK each year require assistance with a far wider range of problems. The majority of these enquirers are courteously dealt with, whether contacting NETWORK by telephone or by letter, and may receive a quick answer or a standard item of print information through the post. Hundreds, however, will require detailed personal attention. We give the last word to a small selection of these NETWORK customers.

> Dear Sir or Madam
> I would like to ask you for some advice on the subject of mind over matter. You see, I was in the town the other day, and I saw this book called The Silva Mind Control Method. So I read the back of it, and according to what it says, one is supposed to be able to do all sorts of things with this method. So after watching your programme about mind over matter, which I found very interesting, I thought you were the best people to write to regarding advice on this subject. So what I would like to know is do you know if the Silva Mind Control Method is really as good as it claims to be? If you do not know for sure could you

please recommend a good book on para-psychology? The reason I am asking for advice is because, as you know, there are so many charlatans going around these days. I have enclosed a stamped addressed envelope, hoping for a reply. Thanking you in anticipation, Mr. B.

Dear Sir or Madam
I enjoyed the programme food for thought I would like no if cocoa drink can be chance by taking sugar and salt out of it do you is their is eny on the market.

On question on bounty bar it says on the bounty bar the ingredents plain chocolate coconut with vegatable oil is it harmful to health and what about some the ingredents in margarine what is whey solid emulsifier... Mr. L.

Dear Kathleen
I gave up smoking just over four years ago because I had pains in my chest and I went to the doctor. He told me that I had a touch of bronchitus and a touch of pleuricy and he advised me to give up smoking, because it would just get worse if I didn't, so I had three cigarettes left, and I told the doctor that once they were done, I was done and I have never touched another once since then. I use to smoke 30-40 a day. Ms. W.

Dear Sir
Could you send me a Free leaflet on diabetis as I am a Diabetic Cant get about much, I have Bad legs. Mrs. P.

Dear Manager
My hoppy is in the knitting machine from 10 years and I had passap machine now.

Would you kindly please provide me any details or suggestions in order to increase my skill, also I want to send me the dress of any hoppy house in dundee to contact with ...

thank you in advance
with gratefull Mr. A.

BBCI Scotland 6.30 pm. 'Mind How You Go', 'On Your Feet'

Dear Sirs
I watched this programme with keen interest and I think it was very good. Its about something that really does worry me and many of the pensioners living in this district. To reach the Local Post Office, and the Local Shpping Centre, very busy main roads have to be crossed *"On Your Feet"*. These are the Anniesland Rd, Queen Victoria Drive, and Lincoln Avenue crossings. There are Traffic Lights, which suit Traffic.

There are *no Pedestrian Crossings*, no *Green* or *Red men* signs and unless one is very agile, its just a very nerve wracking experience to get across on this four way crossing. Please can we have Pedestrian lights?

Yours sincerely, Ms. I.

Dear Mad(am)
I am writing to askew if you have any addresers of any females whishing to write to me or would like to meet me for frendship I am divorced and live on my own. I am 41 years of age and have being divorced for four years. I will be verry cratfull if you will write back and let me kno. hope you can help.

Yours Faithfully, Mr. M.

Dear Sir/Madam,
I saw you on "Bodyline" the other week there and I am interested aroebics course but seen to find a club in my area. I was wondering if you would be able to send me information on this subject. On how this course would help stay slim and also find. I will enclose a stamped addressed evelope.

Yours sincerly, Ms. B.

Dear Sir
I would be very grateful if you could send me some leaflets or information on drug abuse etc. My brother has been a herion addict for 7 years and has been almost dead on several ocasions. My family have tried every way to help him but he always goes back to it. So anything you can send me that would help would be much appreciated.

Yours sincerely, Mrs. L.

Appendix I BROADCAST PROGRAMMES AND SERIES SERVICED 1975-1984

1975	
Teaching Adults to Read	BBC Radio
On the Move	BBC Television
1976	
On the Move	BBC Television
Your Move	BBC Television
1977	
On the Move	BBC Television
Your Move	BBC Television
Next Move	BBC Radio
1978	
On the Move	BBC Television
Your Move	BBC Television
Next Move	BBC Television
Parosi	BBC Radio
Make it Count	Yorkshire Television
1979	
Make it Count	Yorkshire Television
Parosi	BBC Television
It Figures	BBC Television
Write Away	BBC Television
Roadshow	BBC Television
1980	
Your Move	BBC Television
Write Away	BBC Television
It Figures	BBC Television
What's Your Problem?	Scottish Television
DLT Breakfast Show, School Leavers' Special	BBC Radio 1
Speak for Yourself	BBC Television
Jobs for the Boys (and Girls!)?	Scottish Television

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1981	
Jobs for the Boys (and Girls!)?	Scottish Television
The Afternoon Show	BBC Scotland Television
Facing Death	London Weekend Television
The Jimmy Mack Show	BBC Radio Scotland
DLT Breakfast Show, Action Special	BBC Radio 1
Play it Safe	BBC Television
1982	
The Jimmy Mack Show	BBC Radio Scotland
Community Desk (Ken Bruce Show)	BBC Radio Scotland
So You Want to Stop Smoking	BBC Television
Begin Here	BBC Radio Scotland
Unemployment Matters	BBC Radio Scotland
The Computer Programme	BBC Television
The Afternoon Show II	BBC Scotland Television
Maybe Tomorrow	Scottish Television
That's the Way	Yorkshire Television
Be Your Own Boss	Yorkshire Television
Never Too Late	BBC Television
Write Away	BBC Television
Bodyline	Scottish Television
DLT Breakfast Show, Action Special	BBC Radio 1
Facing Death	London Weekend Television
Life and Death	BBC Radio Scotland
What's Your Problem?	Scottish Television
Buongiorno Italia	BBC Television
Play it Safe	BBC Television
1983	
The Afternoon Show III	BBC Scotland Television
Action Line	Scottish Television, Radio Clyde, Radio Forth
Sudden Change	HTV Ltd
Hard Edge	BBC Radio Scotland
Well Woman × 2	BBC Radio 4
Never Too Late	BBC Television
So You Want to Stop Smoking	BBC Television
DLT Breakfast Show, School Leavers' Special	BBC Radio 1
Action Makes the Heart Grow Stronger × 2	BBC Radio 4
Joining In	BBC Radio 4
We Can Do That	BBC Radio 4
Kilbreck	BBC Radio Scotland
Another Door Opens	BBC Radio Scotland
Greek Language and People	BBC Television
Mind How You Go	BBC Television
The Jimmy Mack Show	BBC Radio Scotland
Action Special (19+)	BBC Radio 1

Channel 4 Programmes, 1983 (and including Nov/Dec 1982)

Tom Keating on Painters × 2
Partly Satirical Broadcast
Common Interest
Kill or Cure × 2
Years Ahead
Jean Luc Godard
Well Being × 2
Fassbinder
The Body Show × 2
On Your Bikes
Coping I
A TV History of the Universe
People to People I
Crucible
Make it Pay × 2
The Orestia

Power Play × 2
Election 500
Today's History
Dance on Four
Making the Most of × 2
Ulster Landscapes
Shakespere Lives
Memories of the Future
Start Here × 2
The Beggar's Opera
Start Here II × 2
Design Matters
The Good Food Show
Jazz on Four
Be Your Own Boss
Manscape × 2
Utopia Limited × 2
Counting On × 2

1984

Mind How You Go
That's the Limit
Afternoon Show
Positively Unemployed
Your Guide to the New Exams
Streetwise – Rape
Action Plan 16-18
Fitness

Well Woman
Can You Avoid Cancer
Birthright
Bodyline
Options
Jimmy Mack Show (Strathclyde Job Week)
Switch on to English

BBC Television
BBC Television
BBC Television
Scottish Television
BBC Radio Scotland
BBC Television
BBC Radio Scotland
BBC Radio Scotland/"Daily Record"

BBC Radio 4
BBC Television
BBC Television
Scottish Television
BBC Radio Scotland

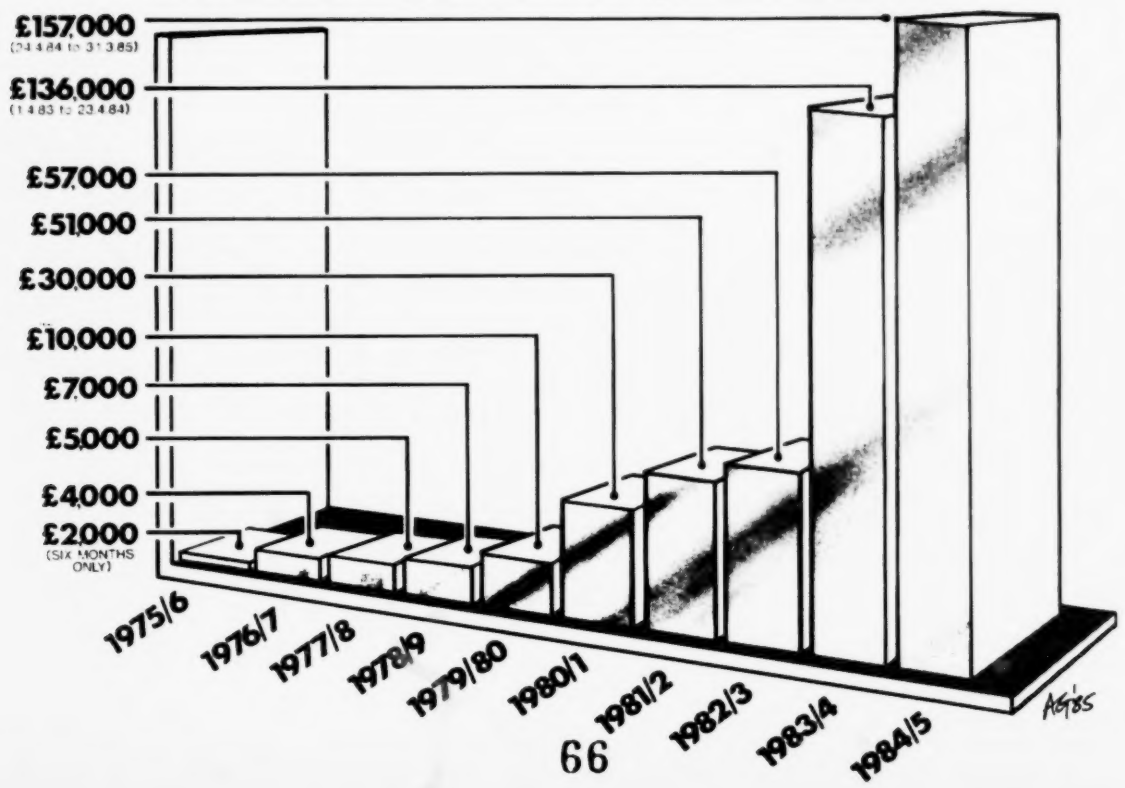
BBC Radio Scotland
BBC Television

Channel 4 Programmes, 1984

Taking a Line for a Walk
Cautionary Tales
Prisons
Gardeners' Calendar – series

Ancient Lives
Whose Town Is It Anyway
How to be Celtic
Great Walks × 2

Chips Comic × 2
Living in Danger
Far East Cinema
Second to None
Well Being Specials
– Diabetes; Getting in Shape; Hearts
Insult to Injury
Feeling Better
China, Year of the Dragon
Play at Home
Well Being series II × 2
Indian Cinema
Tom Keating on Impressionism × 2
Africa on Africa
Coping II
Trak Trix
Enthusiasts
What Do They Say It's Illegal for?
Voices
The Listening Eye × 2
Flashback – the Family
20/20 Vision trilogy on Child Abuse
Stephen Dwoskin
The Singing Voice
This is Information Technology
Gardeners' Calendar
Book Four, I
Caribbean Crisis
Book Four, II
Blood of the British
A Way of Being
Food for Thought
A Seat Among the Stars
About Men
New Waves
Making the Most of II × 2
Post-Natal Depression
The Nation's Health
How Did We Get to Here?
Karl Marx
Graeae Theatre
The Irish in England
Passage to Britain
Picture of Health
Africa
Glen Gould Plays Bach
Bacchanal
Film on Four
Sex Matters
People to People II
Step in Time
Like Other Children × 2
Olympics Flashback
20/20 Vision – trilogy – elderly, homelessness, facial disfiguration
Tudor Face
Fragile Earth
Latin-American Film
Ganges Gharial
Mixed Feelings
Kitum
Ocean Drifters
Pictures of Women


STRS · NETWORK · NETWORK SCOTLAND LTD
Financial Years ending 31st March
£157,000
(24.4.84 to 31.3.85)
£136,000
(1.4.83 to 23.4.84)
£57,000
£51,000
£30,000
£10,000
£7,000
£5,000
£4,000
£2,000
(SIX MONTHS ONLY)
1975/6
1976/7
1977/8
1978/9
1979/80
1980/1
1981/2
1982/3
1983/4
1984/5
AG'85

Appendix III STAFFING

Adult Literacy Telephone Referral Service Staffing, Oct. 1975-Sep. 1978

Kathleen Grieve (Organiser)
PLUS Team of Volunteer Helpers

Scottish Telephone Referral Service Staffing, Oct. 1978-Aug. 1980

Kathleen Grieve (Organiser)
Nora Beveridge (Assistant)

NETWORK Staffing at March 1983

Kathleen Grieve (Organiser)
Isabel Smith (SRSN Liaison Officer)
Michael Symington (Information Assistant)
Ann McTaggart (Secretary/Information Assistant)
Stephanie Docherty (Secretary/Clerical Assistant)
Anne Docherty (i/c Channel 4 Liaison) – on loan from SABEU

NETWORK SCOTLAND LTD Staffing at March 1985

Michael Russell (Executive Director and Company Secretary)
Anne Docherty (Depute Director)
Kathleen Grieve (Organiser)
Isabel Mather (Senior Information Officer -Open Tech.)
Ann McTaggart (Information Officer)
Fiona Sandford (Information Officer)
Linda Grant (Typist/Clerkess)
Allister Gourlay (Graphic Artist)
Aisling O'Toole (Open Tech Project Secretary)
Yvonne Bostock (Writer/Researcher, part-time)

Appendix IV COMMITTEE AND BOARD MEMBERSHIP

ADVISORY COMMITTEE FOR THE SCOTTISH TELEPHONE REFERRAL SERVICE 1979/80

Mr Vernon Smith (Director SIAE), Convener 1979/80
Mr Dan Anderson, SIAE/Open University
Mr George Bain, SIAE/Strathclyde Region
Mr James Boyle, BBC
Mrs Kathleen Grieve, Organiser, STRS
Ms Leslie Morphy, Adult Literacy Support Services Fund
Cllr. Patrick Trainer, Convention of Scottish Local Authorities/Strathclyde Region
Mr Graham Wilson HMI, Scottish Education Department
Mr Ross Wilson, STV Ltd.

INTERIM ADVISORY GROUP, STRS, 1981

Dr Elisabeth Gerver (Chairman, SIAE), Chairman
Dr Ethel Gray, Chairman, SRSN Project
Mr Dan Anderson, SIAE/Open University/SCET Broadcasting Sub Committee
Mr James Boyle, SIAE/SCEC Communications Group
Mrs Anne Docherty (SABEU), Minuting Secretary
Mr Geoffrey Drought, Chairman, SABEU
Mr Pablo Foster, Director, SABEU
Mrs Kathleen Grieve, Organiser, STRS
Mr Alex Inglis, Vice Chairman, SABEU
Mr Geoff Slee, MSC Office for Scotland
Mr Vernon Smith, Director, SIAE
Mr Graham Wilson HMI, Scottish Education Department.

MANAGEMENT STEERING COMMITTEE, NETWORK 1981-1984

Mr Elliot Hill, (SIAE/Strathclyde Region) Chairman to 1983
Mr Alex Inglis (SABEU/SIAE) Chairman 1983-84
Mr John Adams (to 1982), BBC Scotland
Mr Dan Anderson, SIAE/Open University
Ms Yvonne Bostock (to 1983), Scottish Health Education Group
Prof. Lalage Bown, SIAE/University of Glasgow
Miss Anna Docherty, SIAE/Central Region
Mrs Anne Docherty, SABEU, (Minuting Secretary)
Ms Susan Elliot (1983), IBA
Dr Elisabeth Gerver, Observer from SCEMP 1982, Director SIAE 1983/84
Mr Anthony Graham, SIAE/Edinburgh University Settlement
Dr Ethel Gray (co-opted), SCEC/Chairman, SRSN Project

Mrs Kathleen Grieve (in attendance), Organiser, NETWORK
Mr Joe Hendry (co-opted), Scottish Library Association
Dr William Hutchison, Hon. Treasurer, SIAE
Mr John McCormick (1982-84), BBC Scotland
Ms Angela Mason (1983/84), IBA
Mr Allen Mercer (co-opted 1981/82), Scottish Community Education Centre
Ms Leslie Morphy (1981-83), Broadcasting Support Services
Mr Jack Powell, Strathclyde Region
Mr Ian Randall (1981-83), MSC Office for Scotland
Mr Michael Russell (1983-84) Director, NETWORK
Ms Jean Sargeant (1981-83), IBA
Mr Keith Smith (1983/84), Broadcasting Support Services
Mr Vernon Smith (1981-83), Director SIAE
Ms Elizabeth Stephen, STV
Cllr. Patrick Trainer (1981/82), COSLA/SABEU
Mr Graham Wilson HMI, Scottish Education Department (SIAE Assessor)

MANAGEMENT COMMITTEE, SRSN PROJECT 1980-83

Dr Ethel Gray (Scottish Community Education Council), Chairman
Mrs Anne Docherty (in attendance) SABEU
Mr Olaf Donaldson (1982), MSC Office for Scotland
Mrs Kathleen Grieve, Organiser, NETWORK
Mr Alan King, COSLA/Lothian Region
Mr Geoff Slee (1980/81), MSC Office for Scotland
Mr Vernon Smith, Director, SIAE
Cllr. Patrick Trainer (1980-82), COSLA/Strathclyde Region
Mr Graham Wilson HMI, Scottish Education Department (SIAE Assessor)
Mr John Keil, SRSN Liaison Officer, in attendance 1980-82
Miss Isabel Smith, SRSN Liaison Officer, in attendance 1982-83

(N.B. Regular meetings of this Committee ceased in Autumn 1982 and members were invited to join the main NETWORK Committee to which SRSN reports were submitted)

BOARD OF DIRECTORS, NETWORK SCOTLAND LTD AT 31 MARCH 1985

Mr Alex Inglis OBE	Chairman
Professor Lalage B own	SCEC
Ms Susan Elliott	IBA
Dr Elisabeth Gerver	SIAE
Mr John McCormick	BBC Scotland
Mr George Paton	SCET
Mr Michael W. Russell	Executive Director and Company Secretary
Mr Alexander Watson	Strathclyde Regional Council
Mr Graham Wilson, HMI,	in attendance
Mr Ian Young	SHEG

ADVISORY COMMITTEES OF NETWORK SCOTLAND AT 31 MARCH 1985

Mr Alex Inglis OBE	Chairman
All members of the Board of Directors,	ex officio
Mr Dan Anderson	Open University in Scotland
Mr Neil Barnes	BBC
Ms Jean Barr	WEA
Ms Sylvia Blyth	SSCVO
Ms Yvonne Bostock	Network
Mr Robert Craig	SLA
Mrs Anne Docherty	Network
Mr Pablo Foster	SABEU
Dr Ethel Gray CBE	
Mrs Marion Hepworth	Grampian Television
Mr Derek Jones	Channel 4 Television
Mr Iain Macdonald	Co-op Union
Mr Peter Nelson	Strathclyde University
Mrs Liz Stephen	STV
Mr G. Tennant	Age Concern Scotland
Mr Bill Whyte	BBC Scotland
Mr Graham Wilson, HMI,	in attendance

Awaiting confirmation:

Representative Independent Local Radio
Representative Cable Television

Mrs. Kathleen Grieve Network

Appendix V GLOSSARY OF INITIALS

ALBSU	Adult Literacy and Basic Skills Unit (England & Wales)
ALSSF	Adult Literacy Support Services Fund (now BSS)
ALRA	Adult Literacy Resource Agency
BAS	British Association of Settlements and Social Action Centres
BBC	British Broadcasting Corporation
BSS	Broadcasting Support Services (formerly ALSSF)
CAB	Citizens Advice Bureau(x)
CEP	Community Enterprise Programme (of MSC)
COI	Central Office of Information
COSLA	Convention of Scottish Local Authorities
DES	Department of Education and Science
ECCTIS	Educational Counselling and Credit Transfer Information Service
EIS	Educational Institute of Scotland
IBA	Independent Broadcasting Authority
ITV	Independent Television
MSC	Manpower Services Commission
MSU	Media Services Unit (of the NEC)
NEC	National Extension College
SABEU	Scottish Adult Basic Education Unit
SCALA	Scottish Adult Literacy Agency
SCALU	Scottish Adult Literacy Unit (interim body between SCLA/SABEU)
SCCE	Scottish Council for Community Education
SCEC	Scottish Community Education Council (successor body to SCCE)
SCEMP	Scottish Community Education Microelectronics Project
SCET	Scottish Council for Educational Technology
SED	Scottish Education Department (of the Scottish Office)
SHEG	Scottish Health Education Group
SIAE	Scottish Institute of Adult Education
SRSN	Scottish Referral Service Network (Project)
STRS	Scottish Telephone Referral Service
STV	Scottish Television PLC (formerly STV Ltd)
TOPS	Training Opportunities Scheme.

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